

Thesis

on

***Organization & Management of Tourism in
Uttar Pradesh: A Critical Assessment***

Submitted for the award of

Doctor of Philosophy in Tourism

*Under the Supervision
&
Guidance of*

Dr Sunil K Kabia
Reader

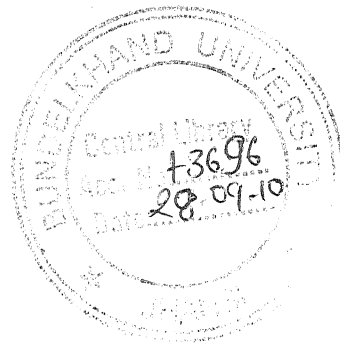
**Institute of Tourism & Hotel Management
Bundelkhand University,
Jhansi-U.P**

by

Atul Prakash Khare



**Institute of Tourism and Hotel Management
Bundelkhand University, Jhansi**



Dedicated to

My Parents

Smt Vidya Devi & Shri L P Khare

Certificate

This is certify that Mr. Atul Khare has completed his Doctoral Dissertation entitled "*Organization & Management of Tourism in Uttar Pradesh: A Critical Assessment*" under my supervision and guidance at the Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi. To the best of my knowledge and belief, it is an original piece of research work, based upon facts and data collected by the scholar on his own and is worthy of consideration for award of the Degree of *Doctor of Philosophy*. *The researcher has completed the stipulated period of 200 days of research under my guidance*


(Dr Supil K Kabia) 23-12-08

ACKNOWLEDGEMENTS

At the outset, I would like to take the privilege to express my deep and profound sense of gratitude toward *Professors O.P.Kandari*, and *Professor Pankaj Atri*, former Vice-Chancellors, Bundelkhand University for their kind encouragement and blessings right from the conception till the completion of this piece of work.

I am also grateful to my esteemed supervisor *Dr Sunil Kumar Kabia*, Reader, Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi, without whose invaluable guidance, co-operation and support, the present work would not have seen the light of the day.

I wish to extend my gratitude to all the faculty members of Institute of Tourism and Hotel Management including Dr Aparna Raj, Dr Punit Gautam, Dr Sanjay Nibhoria, Dr Prateek Agarwal, Mr Agnel Ritesh and Dr P K Patel (Kurukshetra) for their sustained support and encouragement from time to time. My heartfelt regards too are due to Pt M S Tripathi Ji, as well.

I am equally grateful to my colleagues at the University especially, Mr Anil Bohare, Mr Rajiv Sengar, Mr Vivek Agarwal, Dr Dharendra Yadav, Mr Vinay, Mr Ankit, Er Firoz and Mr Jagdish, who had extended whole hearted support, encouragement, and invaluable contributions at every stage of the present work.

My sincere thanks are due to the Department of Tourism, Govt of Uttar Pradesh, Archeological Survey of India, Uttar Pradesh Tourism Development Corporation, Department of Archaeology & Museum-UP, and Department of Statistics, UP, and Market Research Division of the Ministry of Tourism, Govt. of India, for readily providing the requisite data and facts on various perspectives of Uttar Pradesh.

I owe gratitude to my parents, parents-in-law, my wife Swastik, my son Naitik and daughter Aartika and brothers who have been the consistent source of inspiration for achieving the goal.


(Atul Prakash Khare)

Table of Contents

Sr. No	Chapters	Page No.
	Acknowledgement	i
	List of Tables	ii -iv
	List of Figures	v-vi
1.	Introduction	1-1 to 1-34
2.	Research Design	2-1 to 2-27
3.	The Study Area: Uttar Pradesh	3-1 to 3-77
4.	Organizations and Management of Tourism	4-1 to 4-44
5.	Policies, Plans and Programmes – A Critical Review	5-1 to 5-29
6.	Interpretation of Data and Research Findings	6-1 to 6-24
7.	Recommendations and Conclusions	7-1 to 7-18
	Appendix	A1 to A9
	Appendix: A.1 Questionnaire For Tourists	A1 to A10
	Appendix: A.2 Survey of Tourist /Accommodation Unit	A11 to A13
	Appendix: A.3 Museums of Uttar Pradesh	A14 to A16
	Appendix: A.4 List of Important Cities of Uttar Pradesh	A17 to A17
	References and Bibliography	R-1 to R-13

List of Tables

<u>Table No.</u>	<u>Title</u>	<u>Page No</u>
1.1	Tourism Growth 2008 vis-à-vis 2018	1-3
1.2	Economy GDP 2009	1-5
1.3	World Tourist Arrivals & Tourist Receipts - 1950-2008	1-7
1.4	Average annual Growth Rate percentage 1995 – 2020	1-14
1.5	Tourist Arrivals in India	1-20
1.6	Share of India International tourist Arrivals & Receipts in world & Asia & the Pacific Region, 1996-2008	1-20
1.7	Source countries for foreign tourist Arrivals FTAs in India 2008	1-22
1.8	Number of Indian National Departure from India, 1996- 2008	1-23
1.9	Month wise Foreign Tourist Arrivals in India, 2007-2009	1-24
1.10	Foreign Exchange Earnings (FEE) in US \$ From Tourism in India, 1996 – 2009	1-26
1.11	Share of Top 10 Countries of the World and in International Tourism Receipts in 2008	1-27
1.12	Employment Generation	1-28
1.13	Out bound Tourist	1-29
1.14	Share of Top 10 States/ UTs of India in Number of Domestic Tourist visited in 2008	1-30
3.1	Profile of Uttar Pradesh	3-2
3.2	Decadal Population growth	3-13
3.3	Traditional Fairs of Uttar Pradesh	3-27
3.4	Bird Sanctuaries in Uttar Pradesh	3-32
3.5	Fairs & Festivals of Mathura	3-51
3.6	Holy Dip festivals	3-59
4.1	Organisation Structure of Department of Tourism, Uttar Pradesh	4-6
4.2	List of Establishment of UPSTDC	4-7
4.3	Units of UPSRTC	4-16
4.4	Organization Structure of Transport Commissioner's Establishment	4-17
4.5	Passengers Amenities	4-18
4.6	Annual Registered vehicles in Uttar Pradesh	4-20
4.7	Distance chart from Lucknow	4-22
4.8	Air Strips of Uttar Pradesh	4-24
4.9	Location wise Tourist Arrivals	4-26

4.10	Location wise Tourist Arrivals (Domestic) Availing Accommodation	4-28
4.11	Domestic Tourist availing Accommodation Category Wise	4-30
4.12	Foreign Tourist availing Accommodation Category Wise	4-31
4.13	Age Classification of Tourist	4-31
4.14	Gender Classification of Tourist	4-32
4.15	Occupation of Visitor	4-32
4.16	Domestic Tourist and their annual House hold income	4-33
4.17	Average household income of Domestic Tourist	4-33
4.18	Annual Household Income of Foreign Tourist	4-34
4.19	Average Household Income of Foreign Tourist	4-34
4.20	Purpose of Visit	4-34
4.21	Propensity of Availing Package Tour	4-35
4.22	Travel Arrangements	4-35
4.23	Average Night Spent	4-36
4.24	Location Wise Tourist and Bed Night Spent	4-36
4.25	Foreign Tourist – Origin and bed night Spent	4-37
4.26	Center wise spread of Accommodation Units	4-38
4.27	Center wise occupancy rate	4-39
4.28	Employment profile in Starred Accommodation Units	4-40
4.29	Employment profile in unstarred accommodation Units	4-41
6.1	Age Group-wise Representation of the Respondents	6-3
6.2	Educational Background	6-4
6.3	Occupation Wise profile	6-4
6.4	Income-wise Distribution	6-5
6.5	Travel Companion	6-6
6.6	Source of Information	6-7
6.7	Criteria for Destination Selection	6-8
6.8	Use of Travel Agency & Tour Operations Related Services	6-8
6.9	Expenditure Pattern	6-9

6.10	Evaluation of Local Transport facility (Domestic Tourists)	6-10
6.11	Evaluation of Local Transport facility (Foreign Travelers)	6-11
6.12	Evaluation of Accommodation Facility – Domestic Travellers	6-13
6.13	Evaluation of Accommodation Facility Foreign Travellers	6-14
6.14	Evaluation of Quality of Food - Domestic Tourists	6-15
6.15	<i>Evaluation of Quality of Food - Foreign Tourists</i>	6-16
6.16	Quality of Attractions (Domestic Tourists)	6-17
6.17	Evaluation of Tourist Attraction (Foreign Tourists)	6-18
6.18	<i>Evaluation of Entertainment Facility of Domestic Tourists</i>	6-20
6.19	Evaluation of Entertainment Facility (Foreign Tourists)	6-21
6.20	<i>Evaluation of shopping Facility (Domestic Tourists)</i>	6-22
6.21	Evaluation of Shopping Facility Foreign Tourists	6-23

List of Figures

Figure No	Titles	Page No
1.1	International Tourist Arrivals 1950-2020	1-8
1.2	Inbound Tourism by means of Transport & purpose of visit	1-9
1.3	Economy Growth GDP & International Tourist Arrivals	1-9
1.4	UNWTO's Vision 2020	1-10
1.5	Percentage Share of Top 10 Countries of the World and India in International Tourism Receipts in 2008	1-11
1.6	Tourism Vision 2020	1-11
1.7	International Tourist Forecast 2007	1-11
1.8	Region wise performance of Tourist Arrivals 1995 – 2005	1-12
1.9	Forecast Change in the Share of International Tourism Arrivals between Developed and Developing Regions	1-17
1.10	Tourist Arrivals in India	1-20
1.11	Percentage share of India in International Tourist Arrivals in World , Asia & Pacific	1-21
1.12	Percentage Share of Top 10 source countries for FTAs in India in 2008	1-23
1.13	No. Of Indian National Departures from India, 1996-2008	1- 24
1.14	Month wise FTAs in India, 2007 – 2009	1-25
1.15	FEE (in US\$ Million) from Tourism in India, 1996-2008	1-26
1.16	No. Of Indian National Departures from India, 1996-2008	1-29
1.17	Percentage of Top 10 States / UTs in Domestic Tourist Visits in 2008	1-30
3.1	Map of ancient kingdoms during the 'Epic periods'	3-5
3.2	Physical Map Of Uttar Pradesh	3-9
3.3	Forest Map of Uttar Pradesh	3-10

3.4	District Map of Uttar Pradesh	3-13
3.5	Agriculture Map of Uttar Pradesh	3-17
3.6	Mineral map of Uttar Pradesh	3-18
3.7	Glimpses of Architecture	3-22
3.8	Cuisines of Uttar Pradesh	3-26
3.9	Green Park Stadium, Kanpur	3-29
3.10	Glimpses of Agra	3-44
4.1	Tourist Map of Uttar Pradesh	4-4
4.2	Hotels in Uttar Pradesh	4-5
4.3	Basic Oragnisational Structure of Civil Aviation Department, Govt. Of Uttar Pradesh	4-23
4.4	Air Network of Uttar Pradesh	4-24
4.5	Rail Network of Uttar Pradesh	4-25
4.6	Tourist Traffic Trends 2007	4-29
6.1	Evaluation of Local Transport facility (Domestic Tourists)	6-12
6.2	Evaluation of Local Transport facility (Foreign Tourists)	6-12
6.3	Accommodation Rating by Domestic Travelers	6-13
6.4	Accommodation Rating by Foreign Travelers	6-14
6.5	Quality of Food rating by Domestic Tourist	6-16
6.6	Rating of Quality of Food by Foreign Tourist	6-17
6.7	Quality of Attraction rating by Domestic Tourist	6-19
6.8	Quality of Attraction rating by Foreign Tourist	6-19
6.9	Evaluation of Entertainment Facility of Domestic Tourists	6-20
6.10	Evaluation of Entertainment Facility of Domestic Tourists	6-21
6.11	Evaluation of Shopping Facility by Domestic Tourist	6-22
6.12	Evaluation of Shopping Facility by Foreign Tourist	6-23

Chapter-I

Introduction

Chapter-I

Introduction

Globally, tourism as an industry has been recognized as a strong economic force. Undoubtedly it has now assumed magnanimous propositions not only in economic terms but also as a strong influence on the Socio-cultural and environmental perspectives. Having had its genesis in primitive *nomadism*, tourism in the form of travel grew strength by strength through the ages along with the progressive civilization. Prognosis made by such premier organizations like WTO, WTTC, UN-ESCAP, PATA, EIU and even UNO, as well as, the predictions of majority tourism scholars unanimously indicate towards a sustained boom in international tourism which will have ever greater influence not only on the geo-economy but on the geopolity as well. Already this fastest growing and yet smokeless industry is widely appreciated *as an effective means of earning foreign exchange, and providing tremendous employment opportunities beside, supporting protection, preservation and conservation of natural and cultural heritage, guiding modernization of infrastructure and improvement in health and hygiene conditions, helping in activation of latent entrepreneurship, motivating re-discovery and revival of lost traditions of art and craft, and acting as a catalyst in the growth of all sectors of economy, and thus proving to an agent to holistic development for the destinations.* In fact, UN in one of its resolution, as early as in the year 1963, acknowledged the vital role that tourism plays in creating international understanding and world peace. The fact that international tourism acts as the single largest item of export for over three dozen countries and that one out of every nine persons working in the service sector is employed in tourism industry, speaks of the significant contribution of this mega-business in contemporary global context.

Tourism in the form of travel has been an inherent nomadic urge in man. However, on account of '*antiquated means of transport*', '*extreme constraints in terms of*

way-side facilities, safety and security', 'lack of information vis-à-vis social awareness' and, 'non-availability of discretionary money and time' during earlier phases of history, it largely remained the privilege of elite and well-to-do class of society who could afford to buy the conveniences, or those few adventurous and inquisitive souls who could brave the risks and hazards (Kandari 2004). Obviously, the number of such travelers was too meager. Middle Ages, for the first time, witnessed emergence of a new class of travelers, i.e., adventurers and explorers. Strongly motivated by 'curiosity' and 'quest for knowledge', these daring bravadoes would set-out on arduous voyages, not caring for enroute risks and discomforts. Their travel accounts induced a strong urge in the society to travel far and wide and explore the bounties of nature and culture. *Renaissance* in Europe followed by *Grand Tours* and subsequently, the development of spas, beaches and resorts as health destinations gave further momentum to travel and tourism. As of now, "the sporadic travels of yore have now dramatically transformed into mass movement of people thereby giving way to world's fastest growing industry, namely TOURISM" (Kandari 1998).

The origin of modern tourism and dramatic growth-pace can be directly attributed to the inter-play of technological and economic. To quote Singh (1975) 'modern tourism is a direct product of economic and social progress promoted by technological and scientific advances, higher real income, longer leisure time, demographic expansion and increasingly cheaper and varied tourist-plant facilities that provide the essential conditions for the growth of tourism'. 'Thanks to the ever greater automation, particularly on the industrial front, that more and more people have now disposable income and leisure time on the one hand, and strong desire to escape such by-products of industrialization and urbanization like noise, pollution, over-crowding, routine, monotony and boredom on the other, thus making travel and tourism both a 'convenience', as well as, 'compulsion' to the modern society (Kandari, 1984). Researches have proved that, "the inhabitants of large urban and industrial cities are most eager escapers from their environment on weekends and annual holidays" (Wahab, 1971). As a result of the multifold

advancements, especially in the field of transport and communication, more and more people have now access to faster, cheaper and safer means of transport and an equally effective communication system. In addition to this, the consistently increasing awareness level complemented by innovative promotional strategies adopted by the destinations is adding further dynamism in travel propensity. To quote Hellen (1966), *"The spread of education has created cultural awareness and has stimulated desire to travel"*.

How vital tourism has become for the world economy, is aptly evident from the fact that now it accounts for more than 8 % of the world export of goods and over 34 % of the total world export of service. In fact, putting together the international tourism receipts including those generated by International fare, tourism surpasses all other international trade categories (WTO Barometer 2006). Going by the pace of its growth this industry is thus all set to become a decisive geo-economic force in the near future. Approximately 387 million people worked in the tourism industry by the end of year 2007', further the UNWTO statistics reveals that tourism may also play a pivotal role in solving the consistently growing problem of unemployment.

Table 1.1
Tourism Growth 2008 vis-à-vis 2018

		2008			2018	
WORLDWIDE	US\$ bn	% of Total	Growth ¹	US\$ bn	% of Total	Growth ²
Personal Travel & Tourism	3,212	9.2	3.0	5,460	9.4	3.5
Business Travel	943	1.4	3.0	1,443	1.4	3.5
Government Expenditures	381	3.8	2.2	516	4.0	3.0
Capital Investment	1,354	9.4	3.7	3,146	9.8	5.6
Visa Exports	1,118	5.8	3.1	2,189	5.4	5.3
Other Exports	985	5.1	5.1	1,984	4.9	6.0
T&T Demand	7,992	10.1	3.3	14,838	10.3	4.4
Direct Industry GDP	2,008	3.4	2.7	3,362	3.2	3.3
T&T Economy GDP	5,890	9.9	3.0	10,855	10.5	4.0
Direct Industry Employment ³	80,749	2.8	2.0	97,983	3.1	2.0
T&T Economy Employment ³	238,277	8.4	2.4	296,252	9.2	2.2

¹2008 real growth adjusted for inflation (%); ²2009-18 annualised real growth adjusted for inflation (%); ³'000 jobs

Following are the few highlights of Year 2008 as indicated by WTTC report:

Demand: Encompassing all components of Travel & Tourism consumption, investment, government spending and exports, Travel & Tourism Demand is expected to generate some US\$7,892 billion of economic activity worldwide in 2008, rising to US\$14,838 billion by 2018 (Table-1.1).

GDP: In 2008, global Travel & Tourism is forecast to account for US\$5,890 billion of economic activity, equivalent to 9.9% of total GDP. The Travel & Tourism Industry's direct impact will be US\$2,008 billion, or 3.4% of total GDP. Real GDP growth for the Travel & Tourism Economy is projected to be 3.0% in 2008, down from 4.1% in 2007, but it is forecast to average 4.0% per annum over the coming decade.

Employment: The contribution of the Travel & Tourism Economy to employment is expected to rise from 238.3 million jobs in 2008 – 8.4% of total employment, or 1 in every 11.9 jobs – to 296.3 million jobs – 9.2% of total employment or 1 in every 10.8 jobs – by 2018 (Table-1.1).

Visitor Exports: Expenditure by international visitors on goods and services within an economy can have a significant impact on a country's exports. Of total world exports, Travel & Tourism is supposed to generate 11.0% (US\$2,103 billion) in 2008, growing (in nominal terms) to US\$4,174 billion (10.3% of the total) in 2018.

Although there is little change in the top ten ranking for 2008, compared with 2007, China has climbed two places into second position, having overtaken Japan and Germany. Moreover, China is forecast to grow its Travel & Tourism Demand four-fold by 2018, to US\$2,465 billion, thanks to an annual growth rate averaging 8.9%, although it will still lag behind the USA in absolute volume.

Considerable ground has also been made by other smaller emerging markets, which are also experiencing rapid economic growth. These include Macau – which topped the growth ranking in 2008 with an increase of 22% – Angola, Montenegro, the Seychelles and Libya.

Over the next decade, the picture will change somewhat as emerging tourism markets start to reap greater benefits from their investment in Travel & Tourism development. While the USA, China, Japan and Germany will retain their current top four slots in terms of total Travel & Tourism Demand (in absolute terms), India will be the world's number one in terms of annual growth in Travel & Tourism Demand between 2008 and 2018, averaging 9.4% per annum – ahead of China, Libya, Vietnam and Montenegro.

As far as Travel & Tourism Employment is concerned, China, India and the USA head the 2008 ranking, in terms of total numbers of employed in the wider Travel & Tourism Economy. And there will be no change among the top three by 2018. But it will be the smaller, emerging markets that will show the fastest growth in Travel & Tourism Economy employment over the next ten years – led by Vanuatu, Syria, Namibia, Aruba and Belize.

Table 1.2
Economy GDP 2009

Economy GDP	2009 US\$ bn
1 United States	1,356.9
2 Japan	479.3
3 China	449.3
4 France	278.2
5 Germany	267.3
6 Spain	251.5
7 Italy	212.5
8 United Kingdom	200.1
9 Mexico	133.5
10 Canada	110.4

Interestingly, tourism is not all economics. This, industry is as much appreciated for its foreign exchange generating capacity beside higher income and employment multipliers compared to any other sector of economy, as for its contribution in

narrowing down the regional imbalances, modernization of infrastructure, improvement in living standard, infusing social cultural and environmental awareness, helping in protection, preservation and conservation of natural and culture heritage, rediscovery and revival of art and craft, activation of latent entrepreneurship, and above, sustained prosperity of all sectors of the economy at the destination. Its role in social integration and forging better understanding among the countries vis-à-vis world peace has been particularly recognized and appreciated, by the United Nations in its conference on Travel and Tourism held in the year 1963.

One of the unique features of tourism industry is that it can be promoted even in areas otherwise deficient in basic minerals and economic geology. The best part of it is that the basic product of tourism is non-consumptive by the nature and hence can keep attracting tourists as long as its appeal is maintained. Yet another characteristic of this industry is that the consumer comes to the product and consumes it on the spot, thereby automatically saving the cost risks and possible leakages in transporting the product to the market. The cost of tourism development in real terms is also comparatively less compared to any other trade, business or industry, provided it is strategically planned, since most of the tourist-plant facilities and services are equally useful for the resident population viz., transport and communication, public utilities, health, hygiene, banks, post office and safety security services etc., the major area of investment exclusively for tourism point of view is the provision of accommodation facilities. Further, as every region or country has its own unique touristic appeal, each of them despite their economic status can thus effectively stand the competition, which is not possible in case of any other sector of economy.

Growth Trends

The pace of growth in worldwide tourist traffic over last few decades, more so, after World War II has been virtually dramatic, which is well evident from the fact that as against 25 millions and US \$2 billion in 1950, the tourist traffic and tourism

receipts respectively touched 922 million and 944 billion US\$ mark by the year 2008 (Table 1.3).

Table 1.3
World Tourist Arrivals & Tourist Receipts - 1950-2008

Year	Tourist arrivals in millions	% Change over Previous Year	Tourist Receipts bn US\$	% Change over Previous Year
1950	25	-	2	-
1960	69	174.09	6	227.00
1961	75	8.64	7	6.07
1962	81	8.03	8	10.23
1963	89	10.66	8	10.69
1964	104	16.12	10	13.35
1965	112	7.87	11	15.20
1966	119	6.77	13	14.96
1967	129	8.12	14	8.38
1968	130	1.06	14	3.68
1969	143	9.35	16	12.07
1970	159	11.56	17	6.35
1971	172	7.86	20	16.48
1972	181	5.58	24	18.09
1973	190	4.81	31	26.13
1974	197	3.41	33	8.91
1975	214	8.75	40	20.34
1976	220	2.97	44	9.17
1977	239	8.34	55	25.19
1978	257	7.63	68	23.74
1979	273	6.46	83	21.06
1980	284	3.96	102	22.84
1981	288	1.41	104	1.89
1982	286	-0.72	98	-5.45
1983	284	-0.81	98	-0.14
1984	311	9.40	102	4.11
1985	325	4.68	108	5.43
1986	332	2.11	130	20.37
1987	358	7.73	138	21.99
1988	390	8.74	195	22.88
1989	426	8.01	221	8.31
1990	488	7.45	269	21.84
1991	464	-1.25	278	3.21
1992	503	8.49	315	13.32
1993	519	3.12	324	2.85
1994	550	6.05	354	9.23
1995	565	2.73	405	14.44
1996	597	5.49	436	7.32
1997	611	2.39	436	0.09
1998	625	2.31	445	2.01
1999	650	3.85	455	2.98
2000	697	7.25	475	4.40
2001	693	-0.06	463	-2.8
2002	702	1.30	474	2.3
2003	694	-1.14	525	10.7
2004	763	10.7	622	18.5
2005	795	4.2	682	9.7
2006	847	6.5	754	10.6
2007	904	6.7	857	13.6
2008	922	2.0	944	10.1

Compiled from WTO Report (Figures rounded-up)

Three decades, spanning between 1960 and 1990, particularly witnessed an unprecedented surge in the growth of international tourism, both in terms tourist traffic and receipts. Early eighties (i.e., 1980-84) has been an exceptional period for observing very low to negative growth on account of global recession caused by sharp hike in oil prices. During the subsequent years also tourism growth has been substantive, and more so in the year 2000 which recorded annual increase of 7.25% and 4.40 % in tourist traffic and tourism receipt, respectively – thanks to the Millennium Boom.

Figure 1.1

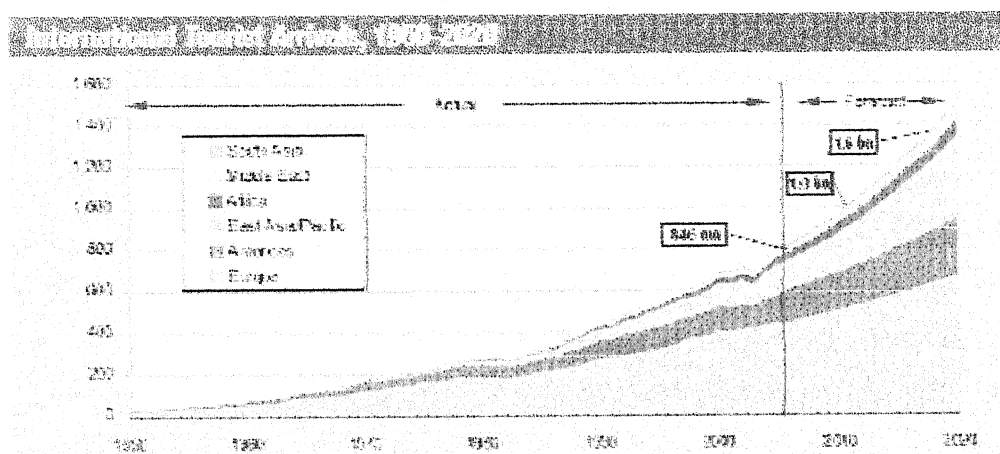
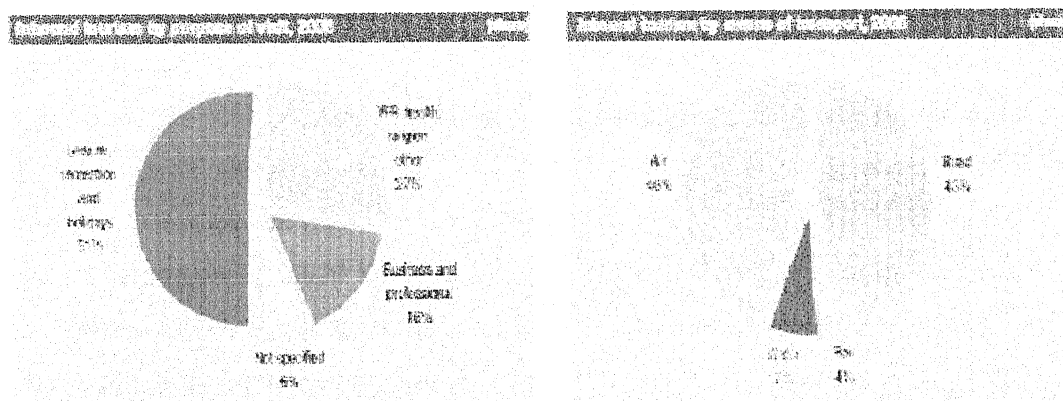


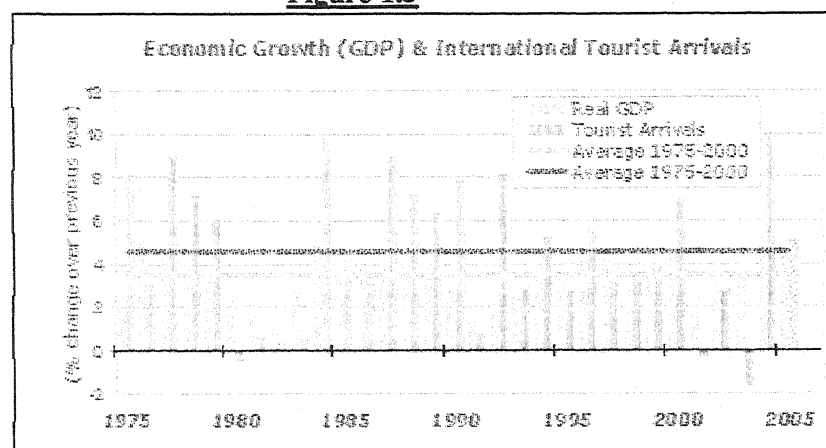
Figure 1.2



However, the imposing trend set in 2000 could not continue during the three successive years (i.e., 2001-2003) when it was negative to extremely poor due

to Gulf War, Iraq Crescendo and terrorist attack on the World Trade Centre on September 11, 2001.

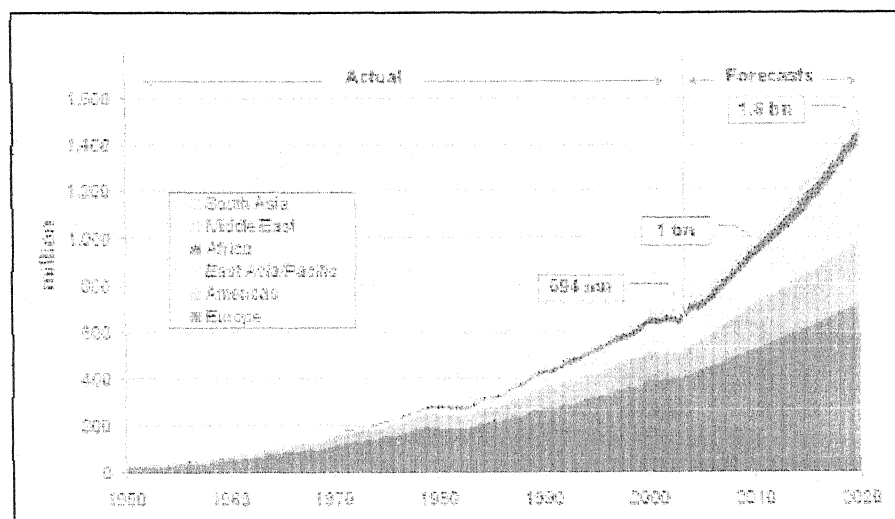
Figure 1.3



Tourism 2020 Vision (Figure-1.1 and 1.2) is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. The essential outcomes of the *Tourism 2020 Vision* are quantitative forecasts covering a 25 years period, with 1995 as the base year and forecasts for 2010 and 2020 (Table-1.4).

Although the evolution of tourism in the last few years has been irregular, UNWTO maintains its long-term forecast for the moment. The underlying structural trends of the forecast are believed not to have significantly changed. Experience shows that in the short term, periods of faster growth (1995, 1996, and 2000) alternate with periods of slow growth (2001 to 2003). While the pace of growth till 2000 actually exceeded the *Tourism 2020 Vision* forecast, it is generally expected that the current slowdown will be compensated in the medium to long term.

Figure 1.4

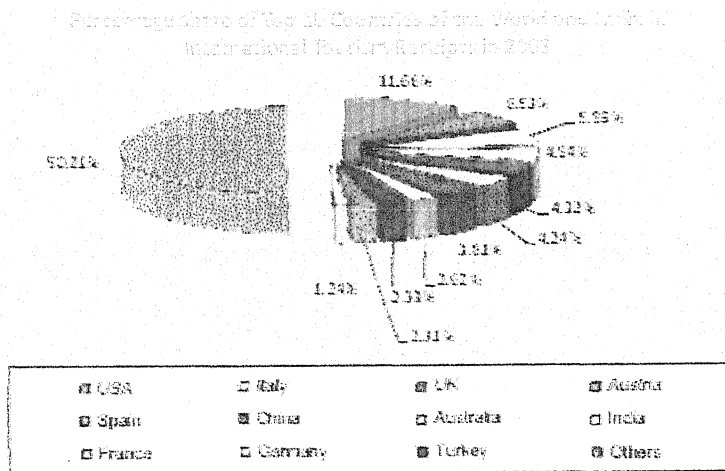


UNWTO's *Tourism 2020 Vision* forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travellers.

The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia.

East Asia and the Pacific, Asia, the Middle East and Africa are forecasted to record growth at rates of over 5% year, compared to the world average of 4.1%. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020.

Figure 1.5



Long-haul travel worldwide will grow faster, at 5.4 per cent per year over the period 1995-2020, than intraregional travel, at 3.8 per cent. Consequently the ratio between intraregional and long-haul travel will shift from around 82:18 in 1995 to close to 76:24 in 2020.

Tourism demand depends above all strongly on the economic conditions in major generating markets. When economies grow, levels of disposable income will usually also rise. A relatively large part of discretionary income will typically be spent on tourism, in particular in the case of emerging economies. A tightening of the economic situation on the other hand, will often result in a decrease or trading down of tourism spending.

Figure 1.6

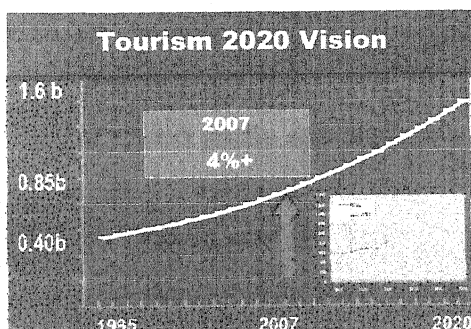


Figure 1.7

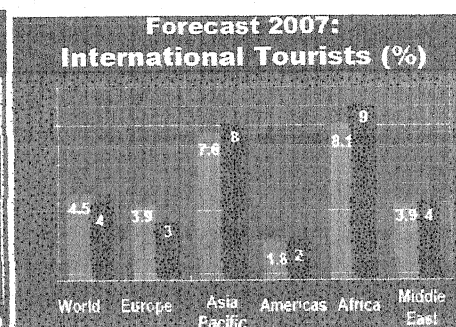
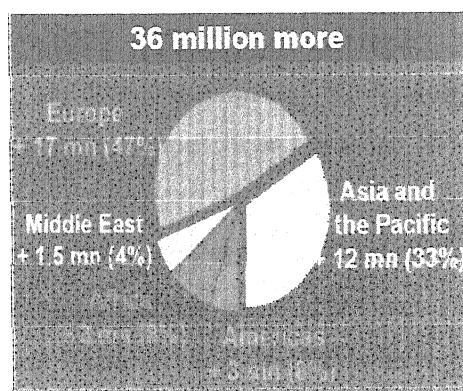


Figure 1.8



Going by region-wise performance in terms of tourist arrivals during 1999-2005 period reveals that Americas had been the worst sufferer, witnessing negative growth of -5.1 %, -4.7 % and -3.1 %, during three successive years, i.e., in 2001, 2002 and 2003 followed by Europe (-0.5 % in 2002), Asia-Pacific(-9.0 % in 2003), Middle East (-1.0 % in 2001) and, India (-4.2% and -6.0% in 2001 and 2003) while Africa remained least affected with no negative growth (Table-1.4). In terms of Tourism receipts also, Americas had negative growth of -7.8 %, -6.7 % and -0.3 %, respectively in the year 2001, 2002 and 2003, while for Europe and Middle East only year 2001 proved to be the lean year with -1.7 % and -3.3 % growth. Asia-Pacific marginally escaped negative growth but Africa as in case of tourist arrivals, again remained unaffected. On the whole, the above trends have been along the anticipated lines and Americas, for the obvious regions was expected be the most loser.

Interestingly, tourism effectively bounced back from its recession phase in the year 2004 & 2005, recording respectively 10.9 and 5.6% growth over the preceding year, in terms of tourist traffic and tourism receipt. Region-wise, Middle has been the leading achiever followed by Asia & Pacific, Americas, Africa and Europe respectively observing 26.0%, 21.9%, 11.4 %, 8.4 %, 8.2 % and 6.4 % growth in terms of tourist arrivals and, 30.9 %, 24%, 15.4 %, 19.6 % and 15.3 % in terms of tourism receipts in the year 2004 as compared to the previous year. Talking in net

terms, arrivals Middle East and Asia & Pacific followed by Europe and Americas led the trends with increase of over 33 million, 19 million and 12 million tourists, respectively. However, in terms of the net receipts, Europe with increase of over 43 bn US \$ has been the top achiever followed by Asia & Pacific and Americas respectively observing net gain of about 30 bn US \$ and 16.5 bn US \$.

Obviously, the affluent countries of Europe and America have been traditionally acting both as effective tourist markets and destinations. However off-late, as also revealed by Table-1.4 and Figure-1.5 that the trends have started changing in favor of developing countries, particularly those located in Asia Oceania and African region. This change is evident from the fact that while in the year 1960, Europe and Americans accounted for 72 % and 24 % of the international tourist arrivals and 60% and 36% of the tourism receipts their share has gone down to 55.37 % and 16.4% in terms of tourist arrivals and, and 36% and 26% respectively in 1990. In contrast, the share of Asia-Oceania regions in terms of world tourist arrivals and receipt, during this period, has increased from 1.2% and 3.3% in 1960 to about 12% and 15% respectively in 1990.

The Indian tourism sector touched new heights in 2005, registering about 13.5% growth in tourist arrivals and about 20% increase in foreign exchange earnings, according to a release from the Union Ministry of Tourism. This gains significance since the average growth in global tourism was 5 percent, regional tourism trends for 1970-98 periods' further support the view that the traditionally popular destination regions are steadily losing their share to the emerging ones. Table 1.4 below clearly indicates that the share of developed regions of the world will diminish from the present 79.1% to 64.2% by 2020, whereas for the Less Developed regions of the World the share shall increase from the present 21.9% to 35.8% during the same period.

Table 1.4

	Base Year	Forecasts		Market share		Average annual
	1995	2010	2020	(%)		growth rate (%)
	(Million)			1995	2020	1995-2020
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	91	196	347	14.4	25.4	6.5
Europe	336	527	717	59.2	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

An interesting fact which comes to the fore is that the major tourism destination countries and regions have so far been traditionally leading global tourism markets in that order. Thus, obviously Europe and Americas are the top tourism generating regions of the world. Till late sixties, these two regions were together accounting for about 96% of the total international tourist arrivals and approximately 90% of the global tourist departures. However, over last five decades their share has been witnessing consistent decrease in both perspectives. Consequently, by the year 2004, their share came down to 71.77 % and 73.57 % in terms of tourist arrival and tourism receipts, respectively. In contrast, the performance of such emerging economies like Japan, China, South Africa, South Korea and Countries of Middle East and South East Asia has been steadily improving, to the extent that China now occupies top fourth position in terms of tourist arrivals, displacing such traditionally popular destination countries even like Italy and U.K.

Authentic tourism statistics for the year 2007 is yet not available. However, on-hand information for on the motivation is concerned, *leisure tourism* seems to be outperforming business tourism, perhaps receiving a strong boost from the increasing availability of low fares for short-haul travel and by pent-up demand still

being released for long-haul destinations, though anecdotal evidence points to a recovery in demand for business tourism, including the meetings, incentives, conferences and exhibitions (MICE) sector. Cruise tourism also seems to witness above-average growth during the year.

Tourism experts, economists and futurologists unanimously speak in favour of sustained propensity of tourism during the years to come. Estimations made by the leading tourism institutions as well as eminent tourism scholars unanimously speak for per annum growth in international tourist arrivals between 4.5% to 5.5% after duly considering the past trends vis-à-vis potential influencing factors. There had been many factors influencing tourism trends in past which may continue to influence tourism trends in future, as well. The generic factors that may influence the future tourism trends have been nicely summed up by Robert Came (1969) in his article, the 'Future of Tourism', as under:

- *The world's population is growing at an extremely fast pace and the average length of life will be nearly 80 years.*
- *Per-capita income will grow swiftly and will reach extremely high levels in the industrialized countries*
- *"The-Distance" in space will be all but eliminated, and this will result in comparatively lower transport costs.*
- *The widespread automation of productive processes will lead to a great increase in the leisure activities because of the growing amount of "free time".*
- *The rural population will shrink nearly everywhere in the economically developed countries, approaching the level of the United States where at present less than 10 percent of the total population i.e., about 5 percent of the active population is employed in agriculture.*
- *The population employed in the secondary and tertiary sectors will consist almost entirely of persons living in towns who, hand in hand, with increased spatial mobility, will have greater occupational and social mobility.*

- *Congestion of tourist traffic shall create problems in traffic in time and space.*
- *Greater educational opportunities and in-depth information will lead to increased curiosity and that in turn, to a greater desire for knowledge.*

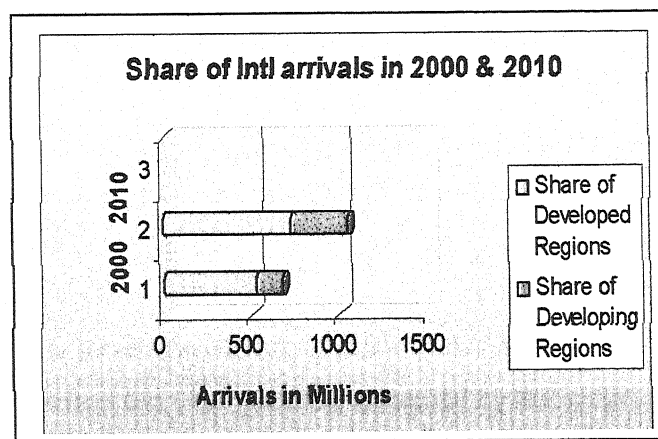
All the eminent futurologists including Fraustie, Came and Kahn promise for more leisure available to the society in coming times, which will obviously have a major impact on tourism growth. The quote Fraustie (cited in Singh 1982): *"It is generally expected at present that fairly in near future the average citizen of economically developed country will be able to meet his needs by working thirty hours a week. Thus the time that an individual will devote to productive activities in future will take up about 6% of his existence"*.

Tourism is likely to grow with dramatic pace in the years ahead is aptly evident from the prognosis of WTO made in its report on **Tourism 2020 Vision**. According to it, international arrivals are expected to reach over 1.56 billion by the year 2020 of which approximately 1.18 billion will be intra-regional and 0.38 billion long-haul travels. The report further estimates that Long-haul travel worldwide will grow at a relatively faster rate (5.4 per cent per year) compared to intra-regional travel (at 3.8 per cent). Consequently the ratio between intra-regional and long-haul travel will shift from around 82:18 in 1995 to close to 76:24 in 2020. Consequent to the changes in favour of inter- regional traffic trends and the growing tourist desire to explore newer destinations *vis-à-vis* the on-going concentrated efforts being made by the developing economies, tourism is likely to grow in the developing regions of the world with faster rate as compared to the developed regions. Thus according to WTO forecasts, with estimated growth rate of 8.10 % per annum during the first decade of the present century, the share of the former may rise to 30.21% by the year 2010 as against 21.55% in the year 2000. In contrast, developed economies may witness annual growth of 3.29 % during this period, thereby losing their share from 78.45 % in 2000 to 69.79 % in the year 2010. It has also been predicted that by 2010 the Americas may lose its number two position to the East Asia and the

Pacific region which is expected to receive 25 per cent of world arrivals in 2010 and 46 per cent in 2020 with the Americas share decreasing from 19 per cent in 1995 to 18 per cent in 2020.

Figure 1.9

**Forecast Change in the Share of International Tourism Arrivals
between Developed and Developing Regions**



Based on WTO Forecast

As cited in the foregoing also, the shift in tourist traffic trends towards developing regions especially those located in Asia Pacific Region can be attributed to such factors like, (a) consistent improvement in the support infrastructure, (b) organized efforts being made to promote tourism by using effective marketing tools, (c) increasing social awareness about tourism and its multifold benefits, (d) adoption of entrepreneur-friendly policy by the governments, including provision of a series of fiscal and non-fiscal incentives, particularly to the effective and potential tourism and hospitality sector enterprises, (e) stronger motivation among the tourists to explore newer destinations and enjoy exotic experiences, (f) emergence of a stronger market for adventure tourism, rural and ethnic tourism, wildlife and wilderness tourism and eco-tourism, for which there exists tremendous scope especially in southern hemisphere, incidentally where majority of the developing countries are located. Of course, technological advancements especially in the field of aviation and communication are also supporting the cause of developing countries by effectively narrowing down the time-distance gap. In nutshell,

international tourism is expected to steadily flourish in regions, nations and destinations which need it most for their all-round development.

Indian Context

India is credited to pioneer the concept of tourism in the form of pilgrimages, as early as during Vedic Era. Accounts from the *Epics* and *Puranas* reveal that the tradition of religious travels flourished all through the ancient times, and that, sincere efforts were made by the contemporary rulers to develop wayside facilities and amenities, especially *enroute* the sacred centers. In fact, aware of the paramount contribution of 'travel' in broadening the horizons of knowledge *vis-à-vis* forging social integration, it was intelligently blended with religious dicta so as to make traveling a social movement. '*Indra (wise qualities) is the friend of travelers, therefore travel has God*' jealously preached by the scriptures to inculcate healthy guest - host relationship, been propounded in the *Aieterya Brahmina* in order to instill social attitude for '*Charevati Charevati (keep on traveling and traveling)*'. The principle of '*Atithi Devo Bhav*' (*Guest is God*) is still valued by the society though the rising materialism has considerably eroded it.

While the glorious tradition of pilgrimages has steadily prospered over the years, international tourism is yet to come of age in the country despite its vividly varied and rich touristic appeal. As evident from the Preamble of National Tourism Policy (1997), India is aware of its tremendous tourism resource treasure *vis-à-vis* the strength of tourism as tool to holistic development, and is therefore vying to achieve its rightful share in international tourism (Text Box - 1).

Evidently, the significance of tourism is comprehensively acknowledged and appreciated by the government of India. In fact, efforts to promote neo-tourism in the country date back to 1945 when a committee under Sir John sergeant was constituted to find ways and means to promote this industry. Though no budget

could be allocated to it in the First Five Year Plan, tourism became an important constituent of national planning, onwards the second five year plan.

Text Box – 1

In the context of economic liberalization and globalization being pursued by the country, the development policies of no sector can remain static. It is particularly so in the case of tourism which involves the activities of human being traveling to and staying in places outside their usual environment for the purpose of education, experience, enrichment and enjoyment. In addition, the emergence of tourism as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding also necessitated the emancipation of a new pragmatic tourism policy. Further, travel has become an important social phenomenon of the modern society entailing demand on various facilities and services including transport accommodation, restaurant, entertainment facilities shopping outlets and sites of tourism attractions and thereby activating a process of accelerated economic production and distribution. The enterprises/establishment engaged in such a wide ranging diverse activities to meet the tourist demand constitute the tourism industry which is to be recognized and developed by providing the required policy support.

Preamble of National Tourism policy

(1997)

The strong desire of country's policy makers to promote tourism is aptly illustrated by the various actions taken to this effect, ranging from *'creation of regional tourism offices in the country and abroad, setting-up NCT; inception of institutions like DOT, ITDC; State Tourism Departments, State Tourism Development Corporations, IITM, TFCI, and National Council of Hotel Management, Catering and Nutrition; Launching special operations schemes viz; Operation US and Operation UK; and Organizing India festival abroad to penetrate potential markets; awarding industry status to tourism; celebrating visit India year(s) and above all putting tourism under an exclusive Ministry at the Centre and in some states.* Today, India has virtually the most intensive organizational structure of tourism the world. As a result of these efforts international tourist arrivals have steadily increased over the years, registering an average annual growth rate of about 10% during 1950-1990 period. In net terms, the tourism arrivals touched 3.37 million mark in 2004 as against 16829 arrivals in 1951. Though, country's share in the international tourism is still too meager, 0.44% in terms of tourist arrivals and

0.77% in terms of tourism receipts, the recent trends strongly indicate towards consistently better performance. During 1991 – 2006 period, despite negative trends in the year 1993 (assassination of Sri Rajiv Gandhi), 1998 (General Elections), 2001 and 2002 (after affect of Iraq War, September 11 incident, and terrorist attack on Parliament), tourist arrivals marked net increase of about 1.68 million, during this period.

Table – 1.5
Tourist Arrivals in India

Year	FDI's (in million US\$)	Percentage (%) change over the preceding year
1991	2.29	7.3
1992	2.37	3.5
1993	2.10	-11.7
1994	2.43	15.2
1995	2.62	7.7
1996	2.74	4.5
1997	2.78	1.5
1998	2.75	-1.1
1999	2.46	-10.5
2000	2.52	2.4
2001	2.72	7.9
2002	2.66	-2.2
2003	2.77	4.1
2004	2.87	3.6
2005	2.97	3.5
2006	2.97	0.0

F: Provisional; % Growth rate over Jan-June, 2008

Source: 1. Bureau of Immigration, Govt. of India, for 1991-2002

2. Ministry of Tourism, Govt. of India, for 2003-2006

Figure – 1.10
Tourist Arrivals in India

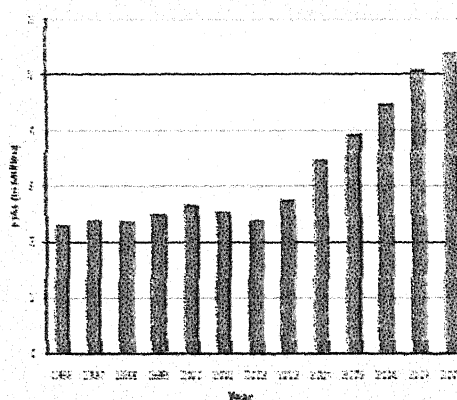


Table – 1.6

Share of India in International Tourist Arrivals in World and Asia & the Pacific Region, 1996-2008

Year	International Tourist Arrivals (in million)		FDI's in India (in million US\$)	Percentage share and rank of India in Asia		Percentage share and rank of India in World	
	World	Asia and the Pacific		% Share	Rank	% Share	Rank
1996	542.2	121.5	2.29	0.42	1	2.26	1
1997	545.7	123.0	2.37	0.43	1	2.37	1
1998	511.4	122.2	2.10	0.35	4th	2.07	1
1999	622.3	132.2	2.43	0.38	4th	2.43	1
2000	587.3	123.2	2.62	0.45	3th	2.62	1th
2001	585.4	114.5	2.74	0.47	3th	2.74	1th
2002	525.2	111.7	2.78	0.52	3th	2.78	1th
2003	602.9	121.5	2.75	0.45	3th	2.75	1th
2004	702.0	153.7	2.46	0.35	4th	2.46	1th
2005	824.4	184.4	2.52	0.30	4th	2.52	1th
2006	940.2	229.3	2.72	0.29	4th	2.72	1th
2007	964.0	222.5	2.66	0.27	4th	2.66	1th
2008	952.0	224.8	2.97	0.31	3th	2.97	1th

F: Provisional; Not Available

Source: 1. UNWTO Tourism Market Trends 2007 Edition, for the years upto 2005

2. UNWTO Barometer October 2008 for 2006 and June 2009 for 2007 & 2008

Share of India in International Tourist Receipts in World and Asia & the Pacific Region, 1996-2008

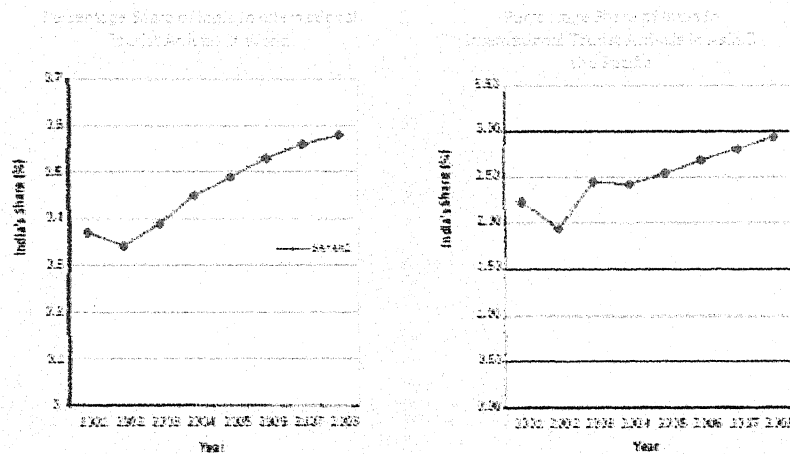
Year	International Tourist Receipts (in US \$ billion)		FDI's in India (in million US\$)	Percentage share and rank of India in Asia		Percentage share and rank of India in World	
	World	Asia and the Pacific		% Share	Rank	% Share	Rank
1996	478.7	85.4	2.29	0.48	1	0.48	1
1997	442.2	82.5	2.37	0.54	1	0.54	1
1998	444.9	72.1	2.10	0.47	1	0.47	1
1999	492.2	78.1	2.43	0.49	1	0.49	1
2000	475.1	85.1	2.62	0.55	1	0.55	1th
2001	467.4	86.1	2.74	0.58	1	0.58	1th
2002	461.8	84.4	2.78	0.60	1	0.60	1th
2003	570.1	90.7	2.75	0.48	1	0.48	1th
2004	619.7	124.1	2.46	0.39	1	0.39	1th
2005	674.8	155.8	2.52	0.37	1	0.37	1th
2006	748.0	184.0	2.72	0.36	1	0.36	1th
2007	807.0	227.4	2.66	0.33	1	0.33	1th
2008	844.0	250.6	2.97	0.35	1	0.35	1th

F: Provisional; Not Available

Source: 1. UNWTO Tourism Market Trends 2007 Edition, for the years upto 2005

2. UNWTO Barometer June 2009 for 2006, 2007 and 2008

Figure – 1.11



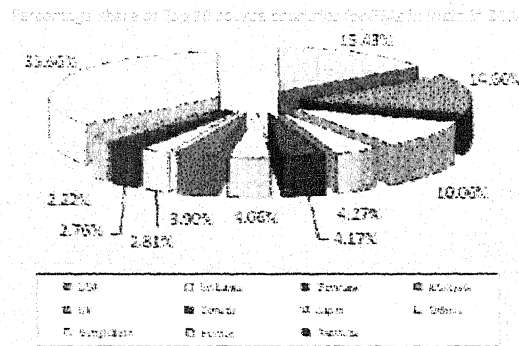
Putting in other words, with an average annual growth of about 6.11%, the tourist arrivals more than doubled during thirteen years beginning with 1991. The per annum growth of respectively 14.3 % and 26.8 % in the year 2003 and 2004 has been particularly noteworthy, indicating towards a much better performance of the country in the years to come. The year 2005 and 2006 has also witnessed 13.2% & 14.7% respectively having recorded 3.92 million and 4.49 million tourists as per provisional estimates. In fact, growth in arrivals in the year 2006 as compared to the preceding year has been higher in case of Indian Peninsula as compared to the average growth witnessed by various regions of the world but except Asia- Pacific. The latter witnessed about 27.8 % growth in 2004 while it was 23.5 % in case of India. China's remarkable performance has largely been responsible for this difference. Traditionally, west Europe followed by North America, South Asia, Southeast Asia, West Asia and East Asia, in that order, have been the major tourism market regions of India, which is a very positive sign in the sense that barring south Asia; all are affluent and fast growing markets.

Table 1.7

Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India in 2004

S.No	Source Country	FTAs (in Millions) *	Percentage (%) Share
1	USA	21629	15.43
2	UK	21257	14.96
3	Bangladesh	21240	14.96
4	Sri Lanka	21225	14.97
5	Canada	21224	14.97
6	France	21218	14.96
7	Germany	21205	14.95
8	Japan	21152	14.91
9	Australia	21148	14.90
10	Malaysia	21135	14.89
Total of Top 10 countries		34551	24.91
Others		10219	7.50
All Countries		44770	100.00

Figure 1.12



Country-wise, U.K has traditionally been the largest market for the country, though; of late USA has replaced the former. The touristic significance of these two countries for India is evident from the fact that, together they accounted for over 32.3 % of the total arrivals to the country in 2005. Canada, France, Sri Lanka, Germany, Japan, Malaysia, Australia and Singapore accounting for 3.9%, 3.8 %, 3.5 %, 3.3 %, 2.6%, 2.5 %, 2.4 % and 1.8 % arrival, respectively were the other countries standing on the top ten markets of India in 2005. Over the years, the top ten tourist markets of the country remained generically more or less same with minor reshuffles in the order of the rank.

The data collected secondary sources, as cited above, reveal that India has share of meager 0.49% only, whereas France took a lead recording 76 million arrivals(9.41% share) followed by Spain, USA, China Italy and UK. Among the Asian countries, China has emerged a leader with 46.81 arrivals (5.79% market share).

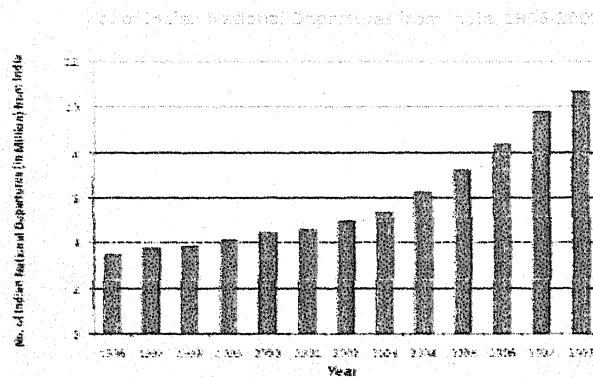
Table 1.8

Number of Indian National Departures from India, 1995-2009

Year	No. of Indian National Departures (in Million) from India	Percentage (%) change over the previous year
1995	3.46	13.2
1996	3.73	7.8
1997	3.81	2.1
1998	4.11	7.9
1999	4.42	7.5
2000	4.76	7.6
2001	4.94	3.7
2002	5.15	4.2
2003	5.21	1.2
2004	5.18	-0.6
2005	5.24	1.2
2006	5.79	10.5
2007	6.03	4.1
2008	6.03	0.0

7. Provisional
Source: Bureau of Immigration Govt. of India

Figure 1.13



Seasonality has remained a grey area for tourism promoters, the world over. On account of the topographic and consequent meteorological extremes *vis-à-vis* the dramatic diversity in tourist attractions, though India can be considered as '*land of all seasons*', the trends clearly indicate that foreign tourist arrival are considerably guided by the seasons.

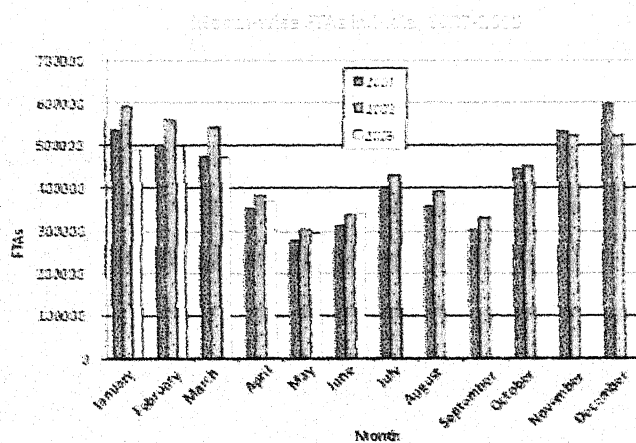
Table – 1.9

Month-wise Foreign Tourist Arrivals in India, 2007-2009

Month	Foreign Tourist Arrivals (FTAs) in India				
	2007	2008 (P)	2009 (P)	Percentage (%) Change	
				2008/2007	2009/2008
January	575031	551337	487262	10.4	-17.0
February	503082	503353	507885	11.4	-0.9
March	472484	541478	471627	14.6	-11.9
April	330550	384283	376730	9.6	-1.9
May	177017	300840	255124	8.6	-1.9
June	110364	340158	340838	9.6	0.2
July	355260	418450		7.4	
August	358406	351423		9.2	
September	301882	330874		9.6	
October	444564	452566		1.8	
November	532428	521247		-2.1	
December	590562	523850		-12.5	
Total	5081504	5368560		5.6	
Sub-total (Jan-June)	2447748	2719410	2467493	11.1 %	-8.3 %

Month-wise tourist arrivals illustrated in Table-1.9 and Figure-1.14 aptly reveal that autumn, winter and spring months are largely preferred by the foreign tourists to visit India. Maximum influx is during December, generally followed by November, January, February, March and October, in that order. Arrivals begin to decrease with onset of April reaching to lowest level in May, followed by June and September. July and August generally witness more arrivals compared to the three extreme lean months.

Figure 1.14



The reasons for the seasonal changes in tourist arrivals can be conveniently attributed to the meteorological conditions in Europe and North America vis-à-vis India. Tourist from these affluent markets obviously find the orient to be climatically ideal during winter months when the prevailing climatic conditions in this part are ideal from their own standards while it is relatively too cold for them back home. Tourist visits, during the summer months, despite the scorching heat in majority part of India, are largely due to the soothing conditions in the Himalayan Destinations, as well as, relatively salubrious climate along the vast coastal stretch. Low tourist influx during monsoon months even in southern India, on the other hand, can be conveniently attributed to the poor mobility, flood and flood like situation in majority parts of the country. However, it is particularly intriguing that September, despite relatively better climatic conditions as compared to July and August marks fewer arrivals than the former two. As such, it seems due to the vacation/holiday patterns in the burgeoning markets of the country.

Going by the available statistics for the year 2005, it is evident that India's share in international tourism in terms of *tourism receipts* (0.8 %) has been considerably higher as compared to the tourist arrivals (0.49 %). Also, during 1991-2005 period while the country experienced negative annual growth in 1993, 1998, 2001 and 2003, the negative trend in terms of tourism receipts was prevalent only in the year 2002 and that too by merely - 1 %. It is also apparent in the Table-1.10 and Figure-1.15 that this negative growth got effectively countered

by the strong growth marked in 2003, 2004 and 2005, which was respectively 15.7 %, 31.5% and 16.5%.

The stronger growth patterns in receipts can be attributed to fact that the average *length of stay per tourist* (around 30 days) in the country is one of the highest in the world. Increasing tourist expenditure on account of the interplay of rising prices vis-à-vis worldwide growing per capita income too has its obvious impact in this regard. The economic significance of tourism for India becomes all the more vital in view of the fact that, even now, when the country's share in world tourism receipts is merely 0.8 %, it is already acting as the third largest source of its foreign exchange earnings. Further, this smokeless industry, according to conservative estimates, is providing employment opportunities to more than 8 million people in its direct sector.

Table 1.10

Foreign Exchange Earnings (US\$) in US\$ Million from Tourism in India, 1996-2008

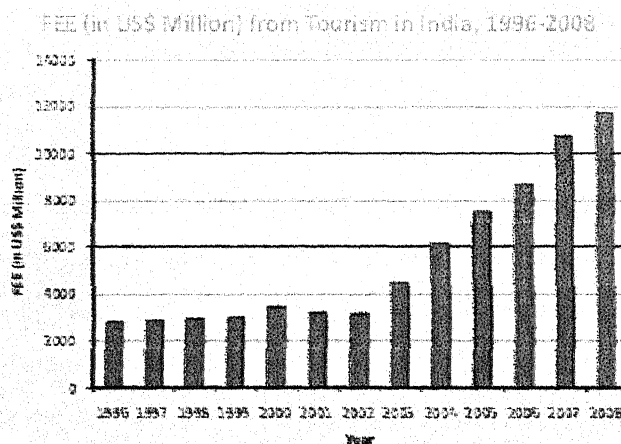
Year	FEE from Tourism in India (in US\$ Million)	Percentage(%) change over the previous year
1996	2872	5.6
1997	2927	1.9
1998	2946	2.0
1999	3006	2.1
2000	3497	16.0
2001	3198	7.4
2002	3103	3.0
2003	4653	48.2
2004	6170	32.2
2005	7428	20.2
2006	8524	15.2
2007*	10728	26.3
2008*	11742	9.5
2008* (Jan-June)	5007	21.6 (2)

* Revised Estimates, # Provisional Estimates, (2) Growth rate over Jan-June, 2008

Sources: (1) Reserve Bank of India, for 1996 to 2007

(2) Ministry of Tourism, Govt. of India, for 2008 & 2009

Figure 1.15



The employment perspectives become all the more significant since the employment multiplier in tourism sector comes to be about 2.36 *i.e.*, direct employment to one person in tourism industry creates 1.36 additional jobs in other sectors of the economy (Kandari, 1984). Not citing the example of a country like USA whose annual tourism receipts go beyond 90 Bn US \$, one can conveniently perceive the contribution of this burgeoning industry in strengthening economy of India if its share in world receipts even touches 1 % mark.

Table 1.11

Rank	Country	International Tourism Receipts * (in US\$ billion)	Percentage (%) Share
1	USA	110.1	11.66
2	Spain	61.6	6.53
3	France	55.6	5.85
4	Italy	45.7	4.84
5	China	40.8	4.32
6	Germany	40.0	4.24
7	UK	36.0	3.81
8	Australia	24.7	2.62
9	Turkey	22.0	2.33
10	Austria	21.8	2.31
Total of Top 10 countries		458.5	48.55
India		11.7	1.24
Others		474.0	50.21
Total		944.2	100.00

* Provisional

Source: UNWTO Barometer June, 2009

International Tourism during 2005 and Beyond!

Available information about inbound tourism in India during year 2006 is still incomplete and largely provisional. But based on the provisional statistics brighter aspect emerge indicating the higher growth rate in case of tourism receipts than arrivals indicating towards considerable increase in per tourist expenditure. One can conveniently perceive from a provisional report of DOT that inbound trends are likely to be sustained during the year. Based on these statistics, it can be observed that Indian tourism sector has touched new heights in 2007, registering about 14% growth in tourist arrivals and about 20% increase in foreign exchange earnings. One of the major reasons for this growth was the large-scale tourism promotion campaign, called Incredible India, which the government launched in key tourist markets over the last few months. Launching of several innovative schemes like 'Atithi Devo Bhava', 'Priyadarshini' and

'Rural Tourism' too must have contributed in this regard. In order to sustain the growth trends, concentrated efforts are being made by the state and central government to take various strategic steps. In this context, the Centre has asked the state governments to enact tourism trade Acts and set up single-window tourism facilitation centers. The tourism trade Act is aimed at regulating the tourism trade and protect tourists from unscrupulous elements. The government is also embarking on a plan to train personnel at the airport on the ways to interact with tourists. Besides, steps are also being taken to train taxi drivers and tour guides about etiquette.

The World Travel and Tourism Council (WTTC) has recognized India *as one of the fastest growing tourist economies in the world*, and that, *the golden triangle, comprising Delhi, Agra and Jaipur, has become one of the most prominent tourist circuits in the world and almost 60 per cent of foreign tourists arriving in India visited this area*. On future perspective, WTTC estimates towards 8.8 % growth in Indian tourism during the next decade. Going by this prognosis, per annum tourism receipts of the country may touch about \$ 24 billion mark by the year 2015.

Table 1.12

ON AN EMPLOYMENT SCALE		
Countries expected to generate the largest amount in absolute terms of Travel & Tourism Economy Employment:		
T&T Economy Employment, 2008 (000 jobs)		
1	China	74,498
2	India	30,491
3	USA	14,933
4	Japan	6,833
5	Mexico	6,633
6	Indonesia	5,936
7	Brazil	5,500
8	Vietnam	4,891
9	Pakistan	4,126
10	Thailand	3,911

Outbound Trends:

On account of the open air policy of the central government *vis-à-vis* steady increase in the income of the people especially those concerned with the multinationals or working/dealing with exports, the outbound trends have consistently been witnessing remarkable growth, particularly onwards early nineties of the last Century. Unlike the negative growth in international tourism, as well as, in the context of inbound traffic to India, the outbound tourism has never experienced negative growth during last fifteen years though there was zero growth in the year 1994. In fact, the growth has been remarkably high in the year 2004 and 2005, i.e., 16.1% and 15.6 % respectively (Table 1.13; Figure – 1.16).

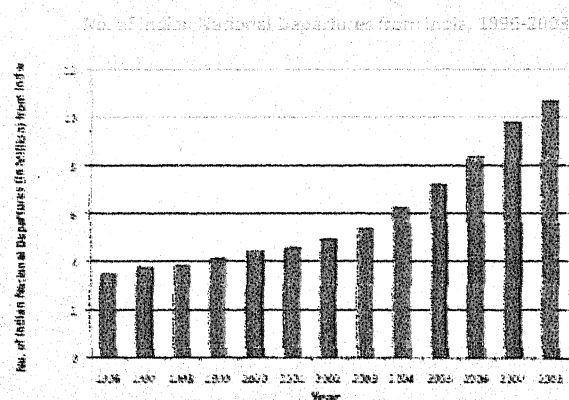
Table 1.13

Year	No. of Indian National Departures (in Million) from India	Percentage (%) change over the previous year
1996	3.46	13.3
1997	3.73	7.8
1998	3.81	2.1
1999	4.11	8.2
2000	4.47	7.3
2001	4.56	2.0
2002	4.94	8.2
2003	5.33	8.3
2004	6.21	16.1
2005	7.18	15.6
2006	8.34	16.1
2007	9.79	17.3
2008 (P)	10.65	8.8

Source: Provisional

Source: Bureau of Immigration, Govt. of India

Figure 1.16



Indeed, it is a healthy sign as the increase in outbound trends essentially contributes in healthy growth of inbound traffic, but in Indian context, despite the steadily rise in the tourism receipts the net balance of payment situation within tourism does not appear to be very positive, as the rate of increase in outbound has been considerable high over the years. Thus, as against 2.73,

3.46, 3.92 and 4.49 foreign tourist arrivals in the year 2003, 2004, 2005 and 2006, the outbound has been to the tune of 5.35, 6.21, 7.18 and 8.34 (provisionally) millions, respectively (Fig.-1.16; Table-1.13). Of course, a good number of the Indian tourists going abroad seem to be of those searching for greener pastures in terms of employment and entrepreneurial opportunities.

Domestic Tourism

Domestic tourism, especially in the form of pilgrimages has been a glorious heritage of India. One can find frequent mentions in the Epics and the scriptures. Thanks to the technological advancements that, it has tremendously increased over the years, despite economic and other constraints.

Table 1.14

Percentage share of Top 10 States/UTs of India in Domestic Tourist Visits in 2008

Rank	State/UT	Domestic Tourist Visits * in 2008	
		Number	Percentage Share(%)
1	Andhra Pradesh	132684806	23.6
2	Uttar Pradesh	124843242	22.2
3	Tamil Nadu	98285121	17.5
4	Kerala	28552918	5.0
5	Madhya Pradesh	22688927	3.9
6	Maharashtra	20558359	3.7
7	Uttarakhand	20546923	3.6
8	West Bengal	19514440	3.4
9	Gujarat	15505264	2.8
10	Karnataka	12797937	2.3
Total of top 10 States		494978437	88.0
Others		67537132	12.0
Total		562515569	100.0

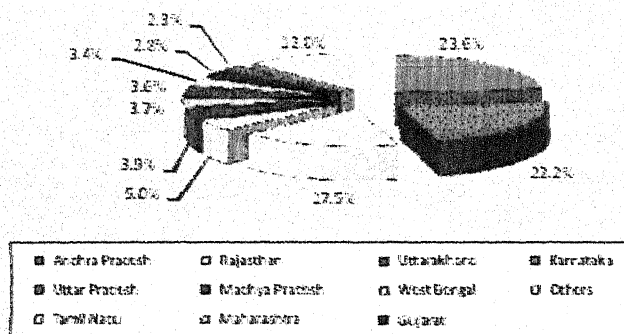
* Provisional

Notes: Figures for Maharashtra & Chhattisgarh have been estimated

Source: State/UT Tourism Departments

Figure 1.17

Percentage share of Top 10 States/UTs in Domestic Tourist Visits in 2008



Though, no authentic data are available in this context, conservative estimates reveal that annually over 430 million people travel from one part to the other parts of the country under different pretexts of tourism (Table-1.14; Figure -1.17). Obviously, pilgrimage had and continues to have the lion's share in domestic tourism in India.

The pace of growth in domestic tourism is evident from the fact that the number of tourists has dramatically increased from 67.7 million in 1991 to 382.1 in 2005 indicating over 5.5 growth in the span of merely fourteen years. Average per annum growth of over 18 % during the 13 years in question, has nevertheless been remarkable. Statistics available for 2005 reveals that Andhra Pradesh and Uttar Pradesh, each receiving over 24 % of the total domestic tourist continued to retain their position as the leading states followed by Tamilnadu (11.3 %), Karnataka (6.5 %) and Rajasthan (4.9 %) in that order. Uttaranchal, Maharashtra, West Bengal, Bihar, and Gujarat were the other states occupying top ten ranking in this context, though standing way behind Uttar Pradesh and Andhra Pradesh, in terms of the share in total domestic tourist traffic. (Table – 1.14; Figure – 1.17).

It is quite intriguing to note that despite losing an outstanding tourist destination region (i.e., Uttarakhandl) Uttar Pradesh has effectively retained its top ranking in this regard. Though, yet to be statistically verified, presence of the two eminent pilgrim canthers of the country (i.e., Allahabad and Varanasi), the Taj City of Agra, two of the four prominent Buddhist destinations (Samath and Bodh Gaya) in the state and its strategic location in transit to Bihar, West Bengal, North Eastern States, Southern India, Uttarakhand, as well as, parts of Haryana, Himachal and Punjab and even Nepal must be proving instrumental in maintaining the status of Uttar Pradesh as one of the top ranking domestic tourist destination state of the country. Somehow, Maharashtra and Madhya Pradesh are yet to perform on the lines of U.P. despite sharing more or less similar generic qualities with Uttar Pradesh.

Domestic vis-à-vis International Tourism:

Global tourist statistics in general and tourism patterns in Indian context in particular suffers wide ranging complexities, double or say multiple counting being the major bottleneck. Collection of tourism statistics itself starves for a uniform recording system which in-turn makes the statistical interpretation rather vague. However, relying on the official data of DOT for the period 1999 – 2005, it can be conveniently concluded that Maharashtra, Uttar Pradesh, Karnataka, West Bengal, Kerala, Tamil Nadu, Rajasthan, and Goa are more or less consistently retaining their share, in that order, as much in terms of domestic tourist traffic as in terms of foreign arrivals (Table – 1.14). A comparatively higher foreign tourist influx in case of Delhi vis-à-vis its geographic area can be attributed, as much to its being one of the major cultural destination and the capital city of the country, as to its being the major port of entry. Maharashtra, Uttar Pradesh, Tamil Nadu, Rajasthan and Karnataka seem to be popular among foreign tourists, due to their rich monumental heritage. The tiny state of Goa is undoubtedly a popular destination on account its beautiful beaches and colorful culture. Unfortunately, Jammu and Kashmir, despite its distinctive natural grandeur and unique culture is consistently loosing grounds due to terrorism, while the tourist potential of north - eastern state, on the other hand, is yet to be effectively opened for both national and international tourism from marketing, infrastructural and policy perspectives. On the whole, it appears that the number of domestic tourists as compared to foreign tourist arrivals is almost 90 times greater, which in common parlance should not have been more than 10 to 20 times to the former. However, taking into consideration the vast geographic span of the country, the glorious tradition of pilgrimage, economic backwardness and its huge population, the accepted principle applicable to the countries of Europe and Americas in the context of domestic vis a vis foreign tourists ration, is rather impossible to stand in Indian context, though the existing gap between the two may sound to be narrowing down from a holistic view point. As such, even a lay man can perceive the fact that India's share in international tourism is too meager, rather dismaying if the prevailing vividly varied and rich tourist resource treasure of the country is taken into consideration. Country's performance appears to be too poor if the international tourism trends to such tiny nations in the close neibourhead like, Taiwan, Singapore, Hong Kong, South Korea and Philippines are taken in to consideration, leave aside the example of countries like

France, Italy and Spain where the influx of the foreign tourists is considerably higher than their respective population.

At a time, when world tourism trends are steadily tilting particularly towards the developing countries of Asia-Oceania region of the world where India is inherently the most favoured destination of the emerging tourist market – *increasingly inclined towards heritage, culture, pure nature and adventure*, it obviously becomes high time to explore country's dramatic tourism potential, create infrastructural provisions on priority basis and effectively market its strengths in order to earn its rightful place in international market of tourism. This, in turn, makes it vitally important to initiate micro and macro level applied tourism research on all vital dimensions ranging from geographic, socio-economic, cultural and even ecological to destination planning and marketing. Realizing this fact vis-à-vis being resident of Uttar Pradesh and consequently the inherent basic knowledge on the various touristic aspects of the state complemented by the innate zeal to contribute in its steady betterment, the scholar has opted to work on the present research problem, ***"Organization & Management of Tourism in Uttar Pradesh: A Critical Assessment"***.

References

Came Robert, 1969, The Future of Tourism- Long Term Forecast and Objectives, *Travel Research Journal*, IUOTO, Geneva.

Gautam Punit, 1999, Contemporary Trends in International Tourism: Tourist Traffic & Regional Distribution.

Kandari O.P. 1984. Wildlife of Garhwal Himalya - A Recreational Resource for Tourism Promotion, Ph.D. Thesis (Unpublished), submitted to HNB Garhwal University.

Kandari O.P., 1999, Indian Tourism : An Introspection (Unpublished), Paper presented in National Seminar on " Indian tourism - Introspection, Prognosis and Strategic Model, organised by Deptt of Tourism, KUK

Hellen, Kim, 1965, *An Educator's Evaluation of Tourism Report* on PATA's 14th Annual conference and workshop conference and workshop proceedings, PATA, San Francisco.

International Tourism Report 1966, 1996, 1997, 1998, 1999, 2000-09

National Tourism Policy (Draft) 1997 and Tourism Policy 2002, Department of Tourism, Govt. of India.

Singh, T.V., 1975, Tourism and Tourist Industry (in U.P., India), New Heights, Delhi:

Singh T.V. et al (ed) 1982, Studies in conservation, Metropolitan, New Delhi.

Wahab, Abdel, S.E. 1971, "An Introduction to Tourism Theory", Travel Research Journal No.1, IUOTO, Geneva.

Websites of WTO, WTTC, Govt. of India, Census 2001

Chapter II

Research Design

Chapter II

Research Design

Experiments, all over the world, and resultant experiences have proved that success of a tourist destination depends upon totality of strategic efforts made by various stakeholders and careful marketing, in addition to the inherited tourismagnetism along with the uniqueness of resources, products and activities. This, obviously, requires well-conceived and effectively implemented innovative steps from all the players including planners & policy makers, practitioners, representatives from hospitality sector and media persons to even academic institutions. *O'Brien* -a British tea saloon owner- has rightly stated "*with innovative and effective marketing, one can motivate the people to even eat hay, after the meals*". Tourism marketing, undoubtedly, is extremely complicated and challenging task, mainly due to prevalence of literally independent components of tourism product, in addition to multiplicity of regions in a tourism system that prove to be symbiotic to each other for carrying out varied tourism operations efficiently.

Diverse preferences, priorities, wide-ranging spending abilities & patterns, spectrum of motivations, varied socio-cultural linkages, ethics & ensuing values and customs etc. of the tourists further accentuate the challenges for tourism promoters, practitioners and those who are involved with the management and development of destinations. Then there is a whole set of factors like highly dynamic & capricious economic scenario, newer sets of developmental philosophies & policies, escalating competition, fast changing political equations amongst various countries, climatic catastrophes at destination, transit or tourist generating regions, having direct correlation with the performance of any tourism system. Undoubtedly, the perceptions, priorities and preferences of individuals or various groups of tourists with regard to perceived touristic appeal of resources or destinations, motivations & reasons behind visit or repeat visits,

choice of specific mode & type of transport or board & lodging facilities, shopping behaviour, and price sensitivity do vary, from season to season, circumstances to circumstances and destination to destination.

Evidently, a well-to-do foreign tourist, inspired to go to a far flung village in Chitarkoot in Uttar Pradesh for meditation, staying in a 5 Star property in Delhi may have to resort to a mediocre hotel in Jhansi and subsequently use a tourist guesthouse, a private lodge and ultimately, a dharmshala during his/her journey, at different places, subject to the situation and/or availability. Similarly, the tourist, who initially visited India as a mountaineer may revisit to experience coastal recreation, again as a wildlife enthusiast and so on, and in each case, some change in buying behaviour in terms of stay, food, shopping and transport etc will be observed. In addition to this, the so furiously existing keen, and sometimes imperceptible, competition between tourist centers/regions/countries further necessitates holistic research, in various perspectives of tourism. The importance of this type of research is much more crucial in case of developing economies, like India, which have to manage their justifiable share of the market within the limited resources and means.

Talking in Indian context, while appreciating tourist resource potential in the country, Hinchingsbrook J. (1970) in his thought-provoking article "*The Myth of Tourism*" observes that, "*the great mass of India's potential market is still awaiting to be told what India really is*". Almost similar views have been expressed by *Chester Bowles* (1967), in his paper "*Tourism - an untapped market*" - '*Why not show them the promise of India's future as well as of India's ancient glories and her varied Natural Resources?*' Thus, while the earlier statement speaks of the failure of the country in terms of en-cashing her vast resource potential, the latter, in a way, is a feedback on the prevailing market awareness, about its otherwise class historical, cultural and natural tourist treasures. The observations of *Singh*(1974), *Anand* (1976), *Adhikari*(1984), *Kaur*(1985), *Kala*(1985), *Bagri*(1992), *Punia*(1994), *Bansal*(1994), *Singh*(1999) and various other researchers, though made in different context of Indian tourism, are taken into consideration, the poor performance of the country can be largely attributed to the lack of an effective, long term

integrative tourism planning and not its weak economic base. This conclusion is supported by the fact that there is no dearth of the tourist activities that can be promoted with little infrastructural inputs, like trekking, mountaineering and most of the water based pursuits. Incidentally, the once existing wide tourism gap between the developed and developing countries is now narrowing down quite rapidly and the emerging tourist traffic trends are steadily favoring Asia-Oceania region.

Increasing lust for adventure and fast emerging interest in old world culture and pure nature are considered to be the factors responsible for these changing trends. Since India occupies a strategic location in the Asia- Oceania region, and it has fabulous natural and cultural tourist resource wealth, it is now high time that the country prepares herself to the big tourist boom that is on the cards. This, in turn, would demand for a thoroughly professional attitude and efforts on part of the tourism players of the country at micro and macro regional perspectives. Appropriate strategies to penetrate the desired "*niche markets*" must be taken up on a priority basis. Accordingly, the facilities, amenities and services need to be shaped, but in the manner that the tourist plant doesn't act *parasitically on the destination environment*. It must also not lead to the dilution or distortion of the "*local values*", leave aside creating a negative image of the country. So far *'the practice has been to create the tourist supplies on the basis of perceived perceptions and not on authentic research on the actual and potential tourist demands'* (Kandari, 1994).

Unfortunately, a country like India, with all her glorious history, dramatically diverse natural manifestations and fabulously rich cultural expressions, has so far a dismayingly poor performance in international tourism - so much so, that even a city nation like Singapore receives more tourists than this massive sub-continent - - leave aside the countries where the annual tourist arrivals sizably surpass their resident population. Incidentally, even now, when this country of 107 crore people is attracting merely five million foreign tourists, tourism has become a pivotal source of foreign exchange earning for it, one can imagine the situation when the inbound tourism comes equal to just one per cent of India's population. In view of the consistently growing urge for nature

tourism, wildlife tourism, ethnic tourism and eco-tourism etc., it seems not to be a distant dream for the country to come-up as the most-sought-after destination of the globe-trotters, provided that coordinated efforts by the various tourism players of the country are organized in a dynamically coordinated manner, which would largely depend on the willing involvement of the community at large. This observation is based on the simple logic that *the ultimate success in tourism rests on every common man who plays the role of a socio-cultural ambassador of the destination* – be it a resort, a region or a country. Here comes the relevance of initiating and nurturing special drives/campaigns and research highlighting *the good, the bad and the ugly faces of tourism* in a way that the society could aptly understand and assimilate the facts in a realistic manner and comes forward to play an active role, preferably in a critical manner.

Infact, tourism and hospitality is not new to Indian philosophy and people, as it has existed in Indian culture since ages. To prove my point the Aryans traveled from western Europe to middle East and then to Indian sub continent in search of greener pasture and later great empires emerged from smaller tribes which were basically nomads, had to travel initially in search of livelihood and later for building strong hold and identity. The religious minded emperors built and provided transport facilities for their citizens, along with way side amenities like sarais inns, dharamshalas, so as to faster trade, commerce and religious sentiments. The Kautilya's Arthashastra scripted during Gupta's period (termed as golden age) in Indian ancient history) has also stated that traveler must be treated with great respect and are ambassadors of prosperity of any country or sect. The Mughals are one to encourage leisure tourism by building and popularizing cerebral destinations in the country as they created Aramghas and various Baghs (recreation park). The British empire, had the great planners, architect, policymakers and think tanks and have indeed given an impetus to special interest tourism by building roads, tracks, rail routs, guest houses, forest lodges etc, at the remotest places specially in the Himalayan Belt for there own recreation and pleasure. Since independence many wayside facilities and amenities have been created by public sector and private sector and interest parties to provide comfortable stay of travelers, paradoxically, till recently there was not

strict laid down policy as such to promote tourism and hospitality sector and they had their own natural growth over the years.

Undoubtedly, Indian subcontinent has tremendous resource potential for being promoted as an ideal tourist destination for, "*All reasons & All seasons*". But unfortunately the performance of the country has been dismaying, owing to various reasons like, political,, seasonality, calamities, lack of proper marketing, the distance from tourist generating market, poor image etc. In terms of relative performance of various states & Union Territories the heartland of Uttar Pradesh finds a prominent place in terms of it's appeal, religious sites, culture, geographical diversity, flora & fauna, etc. The growth of tourist influx to this largest state is steadily increasing and the state is surging ahead as one of the most favoured destination among domestic & international tourist.

The state houses, popular pilgrimages, shrines like Vanarasi, Allahabad, Chitarkoot, Adhoya, Kushinagar, Taj Mahal of Agra and historical cities like Lucknow, Jhansi, Gorakhpur, and so on, which attracts millions of tourists annually. The state is richly equipped with sites & places for cultural tourism owing to its rich heritage, is also dotted with several sites of natural beauty having scope for adventure sports & adventure tourism. The customs, traditions, art, craft, fairs & festivals of Uttar Pradesh provides soothing experience to the residents & even more to the visitors. The rich bio-diversity proves to be an important attraction for the nature lovers, eco-tourists & bio-scientist.

Indeed, the public sector tourism institutions of the State are credited for employing the most appealing destinations Marketing strategies with regard to both Domestic and International tourism. The growing popularity of the local prevalent fairs & festivals and particularly Ardh Kumbh Mela, Allahabad, Ramayan Mela , Chitrakoot, Gangaur Mela, Gokul Pura & Moti Katragra, Gorakhnath Khichri Mela, Gorakhpur, Cattle Fair, Bateshwar District Agra, can be taken as effective examples of this effect. However, still the performance of the state is nowhere close to its potential. While hostile methodology of the study area alongside discouraging situations one and other part of the country may be taken responsible in this regard. But, if thoughtful marketing and special awareness

campaigns guest and the host may counter these all odds to a greater extent. The touristic supplies also need to be thoroughly assessed vis-à-vis the actual set of tourist demand, and accordingly set priorities for immediate actions, or say the corrective measures. The traditional approach of promoting the tourist destinations or creating tourist supplies may not help any more specially at a time when the world is growing more and more competitive. The state of competition in the sphere of tourism is on the move, keen and edgy, on account of the multifaceted advantages of this fastest growing and yet smokeless industry. Therefore, it is high time that in-depth and applied research be conducted on the diverse prospective of tourism with respect to Uttar Pradesh. It would enable the state to realistically enhance its tourism share out of both Domestic and International Market.

Universally appreciated as an agent to holistic development, this multi-beneficiary industry, obviously, assumes special significance for a developing economy like India having an unparalleled touristic appeal. This country has the inherent strength to emerge-forth as the most sought after destination on the international map of tourism, provided every player of the sector willingly plays an active and earnest role towards promotion of responsible tourism. The maxim '*Atithi Devo Bhavo*' encapsulates the high honor and hospitality that our society accords to the guests and the travelers.

SELECTION OF PROBLEM

- *In the light of the above discussion it was found imperative to select an applied topic related to tourism destination research. The study of Organization and Management of Tourism in Uttar Pradesh was decided to be studied*
- *Uttar Pradesh finds an important place on the international tourism map and, in view of the multitude of resources it has, alongwith its strategic location, it must prepare itself for a greater influx of tourist traffic in future. Thus, it automatically becomes important to understand the quality of tourist*

experience so that the supply-mix could accordingly be improved-upon, qualitatively and quantitatively.

- Concentrated efforts need to be made to undertake in depth and applied studies on the Demand Supply perspectives in Indian context, if the country is to achieve its rightful share in International Tourism.
- In view of the huge geographic area of the country vis-à-vis the multitude of diversity in the tourist resources in its different geographic, cultural and socio-economic sector; it becomes imperative to confine research to limited and defined geographic and administrative regions.
- The state of Uttar Pradesh, otherwise not so rich in economic geology, has a fabulous tourism resource treasure which, if judiciously exploited, can not only act as the mainstay for the people but may bring in overall prosperity to the state, as a whole.
- Uttar Pradesh was steadily emerging as a major destination on the International map of tourism but due to formation of new state of Uttranchal the progress has been sluggish in recent years. The fact that about 20% foreign tourists coming to India does visit one or the other destinations of Uttar Pradesh itself speaks of its being, one of the leading tourism states of the country.
- However, Considering the rich touristic appeal of the state, specially its fascinated monumental heritage, alongside the unique and colorful folk art and craft forms, its market both in terms of domestic and foreign tourism is still meager as compared to the prevailing tourismagnetic appeal. Evidently, a country like France, which less population and even lesser geographic area attracts above 70 million foreign tourist per annum against merely .5 million by the later.
- Therefore, it becomes imperative to critically assess the situation and cross examine the facts in the light of the tourism development, strategies adopted by the state of Uttar Pradesh, and accordingly suggest viable steps to this effect.

The above reason prompted the present scholar to take up an applied research problem on Uttar Pradesh, as under:

Statement of the Problem:

Organization & Management of Tourism in Uttar Pradesh: A Critical Assessment

HYPOTHESIS

- Growth and Development of Tourism in Uttar Pradesh is nowhere close to its rich tourism resource treasure.
- Tourism in Uttar Pradesh has been comprehensively developed, as tourism being planned scientifically and in an integrated manner.
- The Institutions and Organisations acting in the field of Tourism are prudently employing state of art knowledge and skills in promoting Tourism
- The Management of Uttar Pradesh as a Tourism Destination is being effectively carried out.

The hypothesis shall be tested with the conclusions derived from the cross analysis and interpretation of the facts collected through the structured questionnaire on organizational and effective management vis-à-vis satisfaction of tourists visiting some selected places of Uttar Pradesh.

OBJECTIVES OF THE STUDY

The objective of study, as revealed from the research topic it, is to critically assess the growth and development of tourism in Uttar Pradesh, identify the problem areas and accordingly suggests appropriate strategies.

For convenience the objective can be divided into under mentioned sub-objectives to study the tourism resource potential, existing tourist plant facilities and their organization and management in the study area.

- To examine the domestic and foreign tourist traffic trends in the state of Uttar Pradesh.
- To understand the existing gap (if any) between tourist demand and tourist supply in both quantitative and qualitative terms.
- To make an indepth study of Organization and Management of Tourism in the State.
- To undertake prognosis on the future tourist traffic trends and tourist demand patterns.
- To critically perceive prevailing planning and policy framework.
- To perceptualize the major constraints on way to the development of tourism in the state and accordingly suggests some viable strategies.
- to suggest feasible steps towards abridging the gap between tourist expectations and satisfaction through improvement in management of various supply components, but strictly within the framework of socio-cultural economic and ecological norms.

SIGNIFICANCE OF THE STUDY

Though Uttar Pradesh was looked upon as a major loser due to creation of new state of Uttarakhand, yet the State as emerged as a promising destination by judicious development and effectively marketing of newer destinations. The vastness of the state and the population density, poor infrastructure, lack of political will etc are the factors accounted for sluggish growth of tourism influx. This situation, according to many scholars, could be attributed to the lack of research-based marketing. A introspection of the situation reveals that dearth of authentic data on almost every perspective of Tourism including Human Capital, identification, documentation and mapping of tourist resource potential, existing tourist plant facilities and support infrastructure, basic facts about the destination (climatology to cultural anthropology), market and marketing perspectives,

SWOT aspects, host perspectives, destination exosphere, intra-sectoral co-ordination, carrying capacity, tourism conservation aspects, and the like factors, have always been the eminent gray areas. In fact tourism in the state has, till now, been developed and promoted with an exclusively *myopic* profit motive. Such a developmental philosophy, however, can prove to be highly disastrous if not planned along the principle of sustainability and within the limitations of carrying capacity. A state like Uttar Pradesh needs to take tourism seriously, especially because this can certainly prove to be instrumental in improving the socio-economic condition of its community which is marred by the problems like marginal agricultural land, lack of openings in Governmental sector etc., but is privileged to have an extremely rich panorama of natural & cultural resources that have potentiality to be converted into touristic appeals and, of course, a fairly large set of educated youths. There could be no doubt about the priority being attached to tourism under the contemporary policy of the state but if her performance is so dismaying, lack of authentic research seems to be the major reason. Under such circumstances, any research in tourism is vitally important and while the significance of the present research problem particularly dealing with a very challenging and yet applied issue related to marketing, becomes all the more essential.

The study of expectations of the tourist is by and large, a qualitative and quantitative assessment of the promotional efforts made by any destination. The results of such studies obviously highlight the areas of improvement in the ongoing market practices, besides providing important clues on generic level of expectations with regard to the various services available at the destination that play the determining role in the decision making process of the tourist vis-à-vis visiting a given destination. Lower expectation for otherwise stronger appeal / services / facilities / amenities at the destination naturally speaks of ineffective or weak marketing efforts. Likewise, higher expectation with regard to a destination compared to the ground realities denotes over-enthusiastic marketing that is unwanted. Such studies also throw light on the relative significance of various destination-related factors (e.g., services / facilities / amenities / price / general environment) in tourists' decision-making process.

Therefore, this research, as any other study on organization and management, is likely to be useful not only to those involved in destination marketing and promotion but also to destination planners and developers, in addition to the various tourism and hospitality enterprises/entrepreneurs. Since the satisfaction of tourist is the direct reflection of the prevailing gap in the tourist demand and supply – both in quantitative and qualitative terms, this study is likely to provide broad assessment on the type and extent of improvement required in provision of various amenities and facilities with reference to tourists visiting Uttar Pradesh. The present study can provide essential inputs to the prospective researchers interested in similar studies. The tourism planners, administrators, decision makers, entrepreneurs, scholars and other concerned will be immensely benefited by the conclusion drawn out of this research to rationally perceive the strengths and weaknesses of the destinations to accordingly act upon.

The multidimensional significance of the present study are summarized below:

- *The study would systematically enlist and map the tourism resource potential of Uttar Pradesh, which may prove to be a ready reference for those concerned with tourism.*
- *The present piece of research would inculcate understanding among the various players of the tourism*
- *To study about the actual tourist demands in both quantitative and qualitative term and accordingly review the planning/ Marketing strategies including repositioning of their products and services of study area.*
- *Study may prove particularly useful to the public sectors, tourism institutions, planners and policy makers to peceptualise inter-relationship and accordingly reset their priorities.*
- *It would help the various public and private sector tourism enterprises in understanding tourist psychology, attitude and behaviour in addition to the specific demands of different tourist segments for food, stay, communication, health & hygiene, recreation and entertainment, tourist-activities, shopping and tour packages etc. and thus enable them to create appropriate tourist supplies.*

- *The study looks forward to be instrumental, to whatever extent, in anticipating the growth and development of tourism, in the state in long-term perspective through cautious utilization of the resources and bringing a positive touristic image of Uttar Pradesh.*

MODUS-OPERANDI

The research is based on the cross assessment of empirical and descriptive information available from such secondary sources like books, research papers, popular articles, published and unpublished reports of various institutions, findings of research projects and doctoral studies, physical observations / surveys conducted by the scholar and the responses collected from the tourists through a well structured questionnaire.

Due care has been taken to get the responses of the respondent on expectation before they actually set out for Uttar Pradesh from their respective originating place, while the second part of the document was preferably given to them after completion of their visit. Though the researcher has spent quite a lot of time in Uttar Pradesh during the course of this research, yet it was found to be too difficult to get the two sections of the questionnaire filled from the same set of visitors, mainly because of the good deal of investments in terms of money, time and manpower that for an individual scholar is not viable. Therefore, the only option left was to go for convenient sampling to get the responses of the tourists, irrespective of the fact whether an individual was to begin the journey for Uttar Pradesh, or already had the cumulative experience of the state and is back to the TGR. Of course, the test questionnaire was launched successively in three phases but only to judge whether there is any gap between the intention / purpose of the question and the perception of the respondent on it.

To begin with, the scholar spent around a month at major tourist centers of Uttar Pradesh in order to have the feel of the study area and to precisely recognize the tourism-mechanism of these places. The whole idea was to see and experience some of the available tourist resources & attractions, activities and facilities, alongside interaction

with the various stake-holders of tourism including tourists, hosts, tourism professionals, as well as tourism planners. These brief orientations proved to be extremely beneficial in reviewing the entire research framework in a matter of fact manner.

The study heavily depended on wide variety of secondary sources. The information on such perspectives like historical, economic and socio-cultural personality of the conserved destinations including their architectural/monumental heritage, prevailing art forms and craftsmanship etc. from sources available in the forms of books, research papers and popular articles on history, art, architecture etc. Likewise, the sources of information for accommodation, transportation, support infrastructure, policy framework, legal and regulatory framework, tourism policy and the like areas were largely gathered from the published and unpublished reports of Ministry of Tourism (MoT), Govt. of India, state tourism bodies, Department of transport and communication, Archeological survey of India (ASI), Airport Authority of India(AAI), Indian Railway Offices, Department of Environment, City Development Boards /Authority / Municipal Corporations, and from the documents of TAAI, IATO, FHRAI and annual reports of various leading travel agencies, tour operators and hotel properties.

As regards the empirical data on tourist demography, stay, expenditure, season wise visits, motivations, mode of transport used vis-à-vis tourist visiting the Indian destinations, hotel occupancy, shopping patterns and like perspective used in the study largely are based on the reports of Central and State Department of Tourism while the international tourist traffic trends and receipt patterns cited in this research monograph are largely based on the WTO reports. A good deal of information has also been collected through on-the-spot interviews and discussions with tourists, tourism entrepreneurs, transport agencies, tour operators and hotel professionals.

As regards the Organisation and Management of institutions and Organisation of Tourism in Uttar Pradesh, Department of Tourism (Government of India), UP Tourism Development Corporation's records and reports have been used as base studies to cross-

examine the facts. It is however based on the primary information derived through the responses of tourists through the carefully designed, structured questionnaire.

Plan and Procedure

The study shall be based on the cross examination and interpretation of the data and facts on various relevant perspective, collected through available secondary information after due authentication, modification, elaboration and exploration through primary research. Thus, it is essential to make a blue print of the entire gamut of the investigation before actually carrying out the study. This exercise helps in ensuring success of a venture without much difficulty. Moreover, the chances of being biased in the investigations can also be reduced. Taking into account the nature of problem in hand, the following steps are proposed:

- Research Methodology
- Sample and Area
- Tools
- Collection of Data
- Administration of Questionnaires
- Statistical techniques for analyzing the data

Research Methodology

Though various methods of research are available for the data collection but the final decision about the choice of a method depends upon the nature of problem selected and the kind of data required for its objectives. Generally, the following methods are used in the field of research:

- The Historical Method
- The Survey Method
- The Description Method
- The Experimental Method and
- The Case Study Method

The present research is based on descriptive survey method. The method of research is used for fact finding investigations and involves interpretation, comparison,

measurement, classification, understanding and solution of significant performance appraisal measures with regard to hotel business. This method also deals with relationships between variables, the testing of hypotheses and development of generalizations that have universal validity.

Sample and Area

To conduct the study in proper manner, a sample is specified and data are collected accordingly. Everyone attempts to draw conclusions about large group on the basis of a small group. Much information is obtained in this manner i.e., through the use of samples. Due to certain obvious constraints it is not possible to study the whole population, hence random sampling method shall be used for collecting information.

Approximately 500 questionnaires shall be used for cross examination and interpretation of the data and facts on various relevant perspectives.

Tools

Success of research depends upon objectively and adequately collection of relevant data and application of scientific data collecting tools. The research tools for the present study identified on the basis of the nature of the problem under investigation are to use different sets of questionnaire for different samples.

The following questionnaires shall be used:

- Performance appraisal questionnaire
- Job Satisfaction questionnaire
- Organizational Commitment questionnaire
- Background Information questionnaire
- Guest Satisfaction questionnaire

Collection of Data

Permission shall be sought from the hoteliers for obtaining the responses from their employees and guests. Before administering the Questionnaire the respondents shall be briefed about that Questionnaire and also that no response is wrong and they are free to tick any response of their choice. Besides, a proper rapport shall be established by the

researcher with the respondents for obtaining the authentic information. Precaution shall be taken to avoid biasness in the responses.

Administration of Questionnaires

Different sets of questionnaire were administered to the employee. At the outset, the subjects shall be instructed to fill the required information correctly. Before administering the Questionnaire, a proper rapport shall be established by the researcher with the respondents for obtaining the authentic information. The nature and purpose of the work shall be communicated to the respondents through a covering letter as well as personally by the researcher.

Statistical techniques for analyzing the data

After scoring the questionnaire the data will be computerized, beside the manual tabulation and analysis shall be performed. The data analysis and interpretation techniques shall be decided taking in view the viability vis-à-vis affectivity perspective. Indeed each set of questionnaire shall be used after incorporating changes and modifications based on feedback from the test questionnaires. Generally 5 points scale shall be the option for the respondents but a few questions would also be open ended. As far as possible, efforts shall be made to collect maximum information through mail questionnaire method so as to ensure authenticity.

Anticipating the magnitude and complexity of the research, the following parameters were drawn:

- Information on the geographic and socio-cultural perspectives of the study area shall be collected from the authentic secondary resources including books, research papers, project readings and published and unpublished reports of a concerned governments departments.
- Good deal of literature is now available on tourist resource potential in Uttar Pradesh, though largely in fragmented form, apart from being incomplete and unsystematic. Therefore, whenever required, primary data has been collected through on the spots visit and other possible means.

- Likewise, the facts readily accessible about the existing tourist plant facilities and support infrastructure shall be authenticated and updated, wherever required, by collecting primary information.
- The qualitative and quantitative analysis of tourist demand shall be based on the interpretation derived out of the specially framed questionnaires. Different set of questionnaires have been developed to collect the responses from the tourists and public sectors, tourism institutions, tourism enterprises and the common man. To perceptualize the opportunities, scope, constraints and gray areas with regard to the growth and development of tourism in the study area.
- The sampling method and data analysis and interpretation techniques shall be decided taking in view the viability vis-à-vis affectivity perspective. Indeed each set of questionnaire shall be used after incorporating changes and modifications based on feedback from the test questionnaires. Generally 5 points scale shall be the option for the respondents but a few questions would also be open ended. As far as possible, efforts shall be made to collect maximum information through mail questionnaire method so as to ensure authenticity.
- For requisite details on planning and policy aspects the scholar shall exclusively be depending on available published and unpublished reports of the Uttar Pradesh tourism, UPTDC, DOT, Govt. of India, Dept. of Tourism and such other institutions.
- Having had understood the state of problem the strategies shall be recommended essentially considering the viability perspective. The scholar shall try to specifically suggest model strategies for some selective destinations alongside some generic issues related to HR, Marketing, Travel trade procedures, Hoteling, event managements and in addition to social and ecological aspects.
- Results shall also be translated into graphics to acquire a better understanding of the same.

Initially, the scholar had been sincerely enthusiastic to use the most modern data analysis techniques to inter-relate and co-relate the facts to reach authentic and applied conclusions. Thus, not only that the widely accepted sampling techniques for data

collection was thought of, but also the most modern analytic tools were planned to be implemented. However, when it came to actual analysis of the statistics collected through 493 questionnaires; the analytical tools were further thought to be limited to T-test, Friedman test, Kandles – Tau coefficient, Chi-Square test, multiple regression analysis, factor analysis and Cluster analysis; however, the enormity of the variables and magnitude of diversity in the parameters vis-à-vis resulting scope for co-relationships and interrelationships compelled the scholar to apply the most conventional analytical technique of calibrations, limiting him to use the traditional statistical tabulation methods, applying simple average and percentile methods. Infact, after experimenting with various modern analytical techniques, the scholar felt that using the same may lead to series of complexities and confusion than realistic perception, especially when the universe is too huge and varied and the resulting inter-relationship/co-relationship have virtually infinite proposition.

A sincere effort has been made also to translate the facts into graphics so as to ensure better perception of the facts.

STATE OF THE ART

Not many studies have so far been undertaken either on Organisation and Management of Tourism in Uttar Pradesh, which incidentally are the most vital aspects of tourism both from academic and professional point of view. Further being a relatively new discipline, authentic literature on tourism is rarely available, more so from the research viewpoint. The extreme paucity of literature with regard to the present research problem, particularly in terms of an effective model research had been a genuine constraint, as:

- *Hardly any research has been conducted on Organisation and Management aspects of Tourism development in Uttar Pradesh*
- *Even in global context, tourism market and marketing remains quite a virgin area, especially from research point of view, therefore information on such*

important perspectives vis-à-vis the present research problem, is all the more inadequate.

Among the Indian scholars, *Bansal* (1994) has studied the expectation and satisfaction levels of tourists' but only with relation to the complexes of Haryana Tourism. *Singh* (2002) did a similar study, but for the golden triangle. *Ghoshal's* (2003) work about motivational aspects, expectation & satisfaction levels of American tourists visiting India is note-worthy. *Lewiz and Pizam*(1986), *Beard and Rahev*(1980), *Cadotte and Tergon*(1988), *Ryan*(1994), *Crompton and Paul*(1993), *Crompton*(1979), *Goodrich*(1978), and *Mayo and Jarvis*(1981) are carry considerable relevance to the present study in so far as tourist satisfaction is concerned. Among other studies that have been of significant help in the present research remarkable ones are *Ajzen, I* (1988)- *Attitude and Personality behaviour*; *Devis, D.H* (1989)- *Attitude towards holiday destinations*, *Pearce*(1982)- *Psychology of Tourist behaviour*, *Carman*(1990)- *Consumer Perception of Service Quality*, *Alhadeff*(1982)- *Microeconomics and human behaviour*, *Crompton*(1979) – *Motivation for pleasure vacations*, *Goite* (1988)- *Reportory: Great analysis of images of destinations*, *Howard and Seth*(1969)- *Theory of buying behaviour*, *Iso-Ahola*(1982) – *Psychology of tourist motivation*, *Jackson*(1990)- *Trends in leisure preferences*, *Laing*(1987)-*Holiday participation, choice and behaviour*, *Goite*(1989)- *Pattern of destination repeat business*, *Lewis*(1983) – *Guest complaints*, *Moutinho*(1987)- *Consumer behaviour in tourism*, *MacCannell*(1976)- *Theory of leisure class*, *Mayo and Jarvis*(1989)-*Psychology of leisure travel*, *Pizam and Catalone*(1987) - *Tourists behaviour*, *Raghav and Beard*(1982) – *Measuring Leisure Attitude*, *Boden*(1990) – *Requirements of quality service*, *Bojanic*(1992)- *Family life cycle and overseas travel*, *Brown, Churchill and Peter*(1993) – *Improving the measurement of service quality*.

Besides, *Pearce*(1982), *New Lindger and Bret*(1997), *Cresk*(1981), *Rittes and Woodside*(1986), *Godrich*(1978), *Dommermuth* (1984), *Hogson et al*(1980), *Baron*(1979), *Gravltter and Wakkrace* (1985), *Maison*(1986), *Gartner and Hunt*(1987), *Chug*(1985), *Crompton*(1979), *Lewis*(1984), *Britton*(1979) and *Braff et al*(1982), *Beard*

et al(1980), *Beard* et al(1983), *Cadotte* et al(1988), *Carman*(1990), *Baker*(1989), *Crask*(1981), *Coppenhein*(1966), *Kamra*(2001), *Ryan*(1995), *Mill* and *Morrison*(1985) have been invariably referred at various stages from questionnaire preparation and data collection to data interpretation phases.

Lewis and Pizam (1982) is indeed a model study as far as the satisfaction level of tourist is concerned. Among a few other studies directly or indirectly dealing with the similar perspectives are by *Pearce* (1982), *Neulinger and Breit* (1971), *Crask* (1981), *Ritts and Woodside* (1986), *Goodrich* (1978) and *Dommermuth* (1984). As far as the data collection and interpretation techniques in the present context are concerned *Hodgson et al* (11 (1980), *Bar-On* (1979), *Gravelter &Wallrace* (1985) and *Crompton* (1979) are especially noteworthy. Considerable help can also be derived from the works of *Lewis* (1984), *Daltas* (1971), *Mayo and Jarvis* (1981), *Ritchie and Goeldner* (1987), *W.T.O.* (1985), *Fisher* (1984), *Britton* (1979), *Plog* (1973) and *Barff et al* (1982) in the subsequent phases of the present study.

The scholar in the initial stage followed the works of *Holloway*(1983), *Witt* and *Manthiona*(1989), *Mill*(1990), *Mill* and *Morrison*(1985), *Smith*(1989), *Pearce*(1981), *Burkard* and *Medlick*(1981), *Bonyden*(1989), *Robinson*(1976), *Burkert*(1976), *Lungbred*(1974), *Holloway* and *Plant* (1990), *McIntosh*(1986), *Kaur*(1985), *Ferrario*(1978), *Clawson* and *Kentch*(1967), *Reid* and *Barlow*(1978), *Gunn*(1978), *Linton*(1968), *Kimmelman*(1989), *Meinung*(1989), *Richie* and *Zins*(1978), *Anand*(1991), *Brooke* and *Buckyel* (1991), *Seth*(1985), *Prasad*(1967), *Singh*(1974), *Punia*(1994), *Bansal*(1994), *Singh,H*(1995), *Singh,D*(1999), and *Bagri*(1987) to assimilate the conceptual framework of the tourism system and develop better understanding on the philosophical interpretation of the tourism terminology, tourism planning, tourism development, tourism marketing and human resources with relation to travel and hospitality sector. Interactions, in the form of interviews, with practitioners, planners, policy makers, and distinguished authorities of tourist plants, transportation network and other allied sectors, enabled the researcher to understand operational intricacies with relation to Uttar Tourism.

LIMITATIONS OF THE STUDY

As it is apparent from the above discussion, limited works are available on the subject of present research. This fact obviously had actually compelled the researcher to consistently inter-act with tourism scholars and experts from allied fields to keep on improving the data collection and interpretation techniques in order to reach to nearly authentic conclusions. Time, money and manpower were again a major constraint area in view of the comprehensively large framework of the present study.

The observation of *Singh* (1999), that "*Research is a dynamic process with never ending scope*", justifiably indicates that any research efforts is likely to open new vistas for further studies. The statement is all the more relevant in the milieu of tourism research where the scholars have to deal with the continuum of psychographics, demographic, geographic and environmental variables under too many limitations and that too in practically unpredictable and uncontrollable economic, political and socio-cultural proportions. Thus, apparently straightforward to deal with, tourism, infact is a taxing and intricate area of research. The widely varied psychographic vis-à-vis demographic aspects of both the demand and supply factors have to be taken into consideration, in addition the different intermediaries and conglomerates. Thus, working on even a micro aspect of the otherwise multifarious tourism phenomenon poses a big challenge to any number of the scholars despite of their multidisciplinary research acumen. Further, varied inspirations, traditions, values, interpretations, perceptions and expectations of the different groups of tourists or individuals, especially when they belong to divergent social, cultural, economic, and environmental backgrounds have been, are and will always increase complicity of the research studies related to tourism.

Considering the existing framework, the organization and management of tourism development are as much guided by their psychographics, socio-cultural and economic backgrounds and the destination environment, as by circumstances, conditions and political scenario under which they intend to travel. Thus, it is a study about the extremely heterogeneous factors having linkages with diversified social values, economic settings, historical backgrounds, cultural philosophies and the prevailing techno-

economic milieus. Diverse variables; in terms of quality, quantity and situations; have to be dealt with in order to reach authentic results. Level of awareness / past experiences / background and situations may have a telling impact on the expectations of the tourists with regard to amenities, facilities and services at a destination. In simpler way, persons may like to avail all the coziness of facilities they are used to at their own place in tourism destinations in general conditions. But the same person would rather go for some thrilling experiences at the expense of comfort if the travel is being undertaken for some adventurous activity. This shift from psycho-centrism to allo-centrism, exerted by the same individual under different settings, is the major *raison d'être* as to why motivation becomes a crucial area of study and research.

Thus, while researching exclusively the expectation levels of the tourist, the results derived, seldom be always authentic, as such conclusions are likely to be influenced by the aptitude and generic psyche of the individual, and as much by the micro-situations and depending on the modes and chores of the person concerned. Such factors will certainly impinge on the responses of the respondents with regards to their satisfaction level. Since the expectation level of the tourists directly or indirectly influence the satisfaction level, it may affect the complete behavioral pattern of the tourist at a particular time, depending on their current experience. For example, an unhappy tourist with the behavior of the tour escort may give a dis-approving remark for the conduct of the whole destination-community—a response that might had been different had the tour escort behaved in a courteous manner. Thus, the varying degree of variance in the responses of the respondents was more or less, along the lines of expectation by the scholar.

Keeping in mind the enormity of heterogeneity of the universe, as well as, the diversity of the variables with respect to the present study, the sample size should have been moderately larger. However, covering a fair number of samples has been a limiting factor. The same is true in selection of the sampling methods. The possibilities of bias are always prevalent in sampling and more so in convenient sampling. However, it too was not possible for the researcher to single-handedly use the other sampling methods owing

to the limitations in terms of time, money, distance and manpower. Secondary data collected from various sources including the Department of Tourism reports, the WTTC and the WTO seldom be considered as technically authentic, since the methods of data collection used by the different agencies are invariables and do not match with each other. However, the scholar had no other alternative but to rely upon the readily available statistics.

Data was also obtained from the U.S. Department of Commerce and Industries, U.S. Census Bureau, Department of Housing and Development, U.S.A., Department of Fisheries and Wildlife, U.S.A., U.S. National Park Services, U.S. Department of Transport, U.S. Immigration and Naturalization Services, etc., but the information made available by the agencies there, were confined to specific areas and not much was available in the Indian context. The data available in Indian context has been very sketchy and can only be put to a very limited use in this research. However, the generic data about the tourist departures from the U.S. and returning to the U.S. proved quite useful. Since India is not on the top rungs of the world tourism ladder, hence its importance has not been deeply analyzed and interpreted by most of the U.S. agencies. Contrary to this, there are many studies and analytical interpretations on tourism to China.

Yet another key constraint has been the dearth of model studies on organization and management of tourism development with reference to foreign tourist visiting India, in general, and those visiting Uttar Pradesh in particular.

ORGANIZATION OF REPORT

The study is organized into 8 main sections / chapters:

Chapter 1, i.e. *Introduction*, presents a broad overview on the contemporary tourist traffic trends in the global and Indian context. The growth patterns in international tourist traffic and tourism receipts have also been illustrated through graphics alongside using

the statistical tables. It examines the changing market destination trends and the factors responsible therein. The various implication of tourism – both positive and negative has also been briefly dealt with.

Chapter 2 is devoted to *Research Design*. It explains as to how and why the present research problem was taken, its hypothesis, objectives and significance, alongside dealing with the methodology used for collection and interpretation of the data, the available studies and the various perspectives of the present study have also been incorporated. The section ends with the observation with respect to the constraints faced by the scholar during the course of the present study and specifically mentions the limitations of the research work.

Next section of the monograph, **Chapter 3**, unfolds the Historic and geographic profile of the Study Area i.e., Uttar Pradesh in terms of its location, history, topography, drainage, land forms & climate, meteorology, natural heritage, population and settlement, education, economy, and the like aspects. The account is subsequently complemented with the precise historical background of the state in chronological order. The same chapter also illustrates the tourism resource potential of the state and is devoted to enlisting the present and potential resources for tourism in Uttar Pradesh. Having had conceptually defined tourism resources, the chapter unfolds in four sub-sections, viz. the natural assets (including faunal & floral species) that form one of the major force to attract tourists; monumental and historical heritage of the state; the religio-cultural spectrum that various places offer to the tourists and the tourist circuits developed by Uttar Pradesh Tourism Development Corporation

Chapter 4 aims at elucidating the Organization and Management of Tourism in Uttar Pradesh, in addition to the tourism trends; i.e. tourist traffic and receipts in terms of both the international and domestic tourists. This includes the discussion on road & rail network; air linkages; accommodation, restaurants & conference facilities; transportation available in the state; description of UPSRTC & UPTDC; major travel agencies & tour operation units functioning in the study area; guiding & escorting services; entertainment

options and shopping opportunities. The chapter also deals with the statistical trends that have, and might, influence the planning and development of tourism in the state.

Chapter 5 deals with the **Review of Policies, Plans and Programms** of Uttar Pradesh. It has also analyzed and interpreted the data which was received during the course of the research along with the feedback from the tourists. The available reports of WTO, WTTC and DoT (Government of India and Uttar Pradesh) have been thoroughly analyzed to derive facts on the demography and the psychographic perspectives of tourists visiting Uttar Pradesh, vis-à-vis their satisfaction levels. Though the secondary data available in this regard has been in bits and pieces, it certainly proved handy in cross examination.

Chapter 6 The **Interpretation and Analysis** part of the study was conducted from data and facts, documented in this and the preceding sections of the study. After interpreting the facts collected on Organization and management of Tourism Development perspectives of Uttar Pradesh, efforts have been made to correlate diverse perspectives so as to derive the existing inter-relationship between the above mentioned factors. Since, satisfaction level of the tourists is the effective indicator of the quality of the tourist products in a given destination, as also the marketing efforts, the satisfaction levels has specially been assessed so as to find out the prevailing gap in terms of the existing and desired tourist plant facilities and services, quantitatively and qualitatively.

Chapter 7 comprises of the **conclusions** drawn from the whole exercise and the **recommendations** enlisted for policy makers and tourism practioners, as well. Having had an idea on the major hurdle/ constraints/bottlenecks/limitations in terms of tourist plant facilities, marketing and human resource development strategies, state of integration/coordination between different players of tourism industry, the public sector tourism planning and policies and the satisfaction levels of the tourists visiting Uttar Pradesh, the scholar has been able to realistically suggest priorities for actions to be adopted in short and long terms. It was observed that in certain cases, the tourism planners and policy makers already had a clear cut perception of the grey areas and have

thus accordingly, thought of the possible remedial measures. As stated earlier, the implementability of the submissions had been the prime consideration for the scholar.

In the Bibliography and Referral section, i.e. **Chapter 8**, special care has been taken to confine only to the studies that are genuinely related to the present research problem.

The last part of the thesis, i.e. Appendices, includes a few tables that provide significant information and insight in detail, alongside incorporating the copy of the questionnaire used by the scholar.

REFERENCES

1. **Bansal, H.:** 1994. '*Study of Expectation and Satisfaction Level of Tourists with Reference to the Complexes of Haryana Tourism*'. Ph.D. Thesis, Kurukshetra University, Kurukshetra.
2. **Barff,R.; Mackay,D.and Olsharsky,R.W.:** 1982. '*A Selective Review of Travel Mode Choice Models*'. Journal of Consumer Research, Vol. 8, No.4 , pp. 370-380.
3. **Bar-On Raphael Raymond V.:** 1979. '*Forecasting Tourism-- Theory and Practice*' in a Decade for Achievement (The 10th Annual Conference Proceedings of the Travel Research Association, Salt Lake City, Utah), p. 27.
4. **Boyd, Harper, W. and Ralph, Westfall:** 1972. '*Marketing Research: Text and Cases*'. Homewood, ILL., Richard D. Irwin, Inc., pp. 131-136.
5. **Chung, M.H.:** 1985. '*Image of Four Asian Countries*'. Master's Thesis, George Washington University, Washington, D.C.
6. **Crask, M.R.:** 1981. '*Segmenting the Vacationer Market: Identifying the Vacation Preferences, Demographics, and magazine readership of each group*'. Journal of Travel Research, Vol.XX, No.2, pp. 29-33.
7. **Crompton, J.L.:** 1979. '*An Assessment of the Image: Mexico as a Vacation Destination and the Influence of Geographical Location Upon That Image.*' Journal of Travel Research, Vol. 17, No. 4, pp. 18-23.

8. **Daltas, A.J.:** 1971. 'Protecting service markets with consumer feed back'. The Cornell HRA Quarterly, Vol. 18, pp. 73-77.
 9. **Dommermuth, William P.:** 1984. *Promotion: 'Analysis, Creativity and Strategy'*. Belmont, C.A., Kent Publishing Company.
 10. **Fisher, H.:** 1984. 'Travel Research: *The Catalyst for World Tourism Marketing*'. Travel and Tourism Research Associations' Fifteenth Annual Conference, pp. 95-97.
 11. **Gartner, W.C. and Hunt, J.D.:** 1987. '*An Analysis of State Image Change Over a Twelve Year Period (1971- 1983)*'. Journal of Travel Research, Vol. 26, No.2, pp. 15-19.
 12. **Goodrich, J.N.:** 1978. '*The Relationship Between Preference for Perception of Vacation Destinations: Application of A Choice Model*'. Journal of Travel Research, Vol. 17, No.2, pp. 8-13.
 13. **Hodgson, Peter and Associates:** 1980. '*Marketing Follow-up Study*'. (Unpublished), T.T.R.
 14. **Lewis, R.C. and Pizam, A.:** 1982. '*The measurement of guest satisfaction*'. The Practice of Hospitality Management, A. Pizam et al. (eds.), AVI Publishing Co, pp. 189-201.
 15. **Lewis, R.C.:** 1984. '*The Basis of Hotel Selection*'. The Cornell HRA Quarterly, Vol. 25, No.2, pp. 54-69.
 16. **Neulinger, J. and Breit, M.:** 1971. , '*Attitude dimensions of leisure: a replication study*'. Journal of Leisure Research, Vol. 3, No.2, pp. 108-115.
 17. **Pearce, P.L.:** 1982. '*The Social Psychology of Tourist Behaviour*', Pergamon Press.
 18. **Pitts, R.E. and Woodside, A.G.:** 1986. '*Personal Values and Travel Decision*'. Journal of Travel Research, Vol. XXV, No.1, pp. 20-25.
 19. **Ritchie, J.R.R. and Goeldner, C.R.:** 1987. Travel, Tourism and Hospitality Research. John Wiley.
 20. **World Tourism Organisation:** 1985. '*Identification and Evaluation of Controlled Element of Tourist Services Controlling the Tourist Satisfaction and State Measures Intended to Guarantee the level of Quality of Tourist Products*'. W.T.O.
-

Chapter III

The Study Area: Uttar Pradesh

Chapter III

The Study Area: Uttar Pradesh

Uttar Pradesh is a state located in the northern part of India. With a population of over 190 million people, it is India's most populous state, as well as the world's most populous sub-national entity.

With an area of 93,933 sq mi (243,290 km²), Uttar Pradesh covers a large part of the highly fertile and densely populated upper Gangetic plain. It shares an international border with Nepal to the north along with the Indian state of Uttarakhand, Himachal Pradesh to the north-west, Haryana, Delhi and Rajasthan on the west, Madhya Pradesh on the south, Chhattisgarh and Jharkhand on the south east and Bihar on the east. The administrative and legislative capital of Uttar Pradesh is Lucknow and the financial and industrial capital is Kanpur. The state's high court is based at Allahabad with a bench in state capital Lucknow. It is home to many historical cities like Varanasi and Agra. Kanpur is its largest city; other big cities are Gorakhpur, Meerut, Agra, Aligarh, Bareilly, Allahabad, Ghaziabad and Noida.

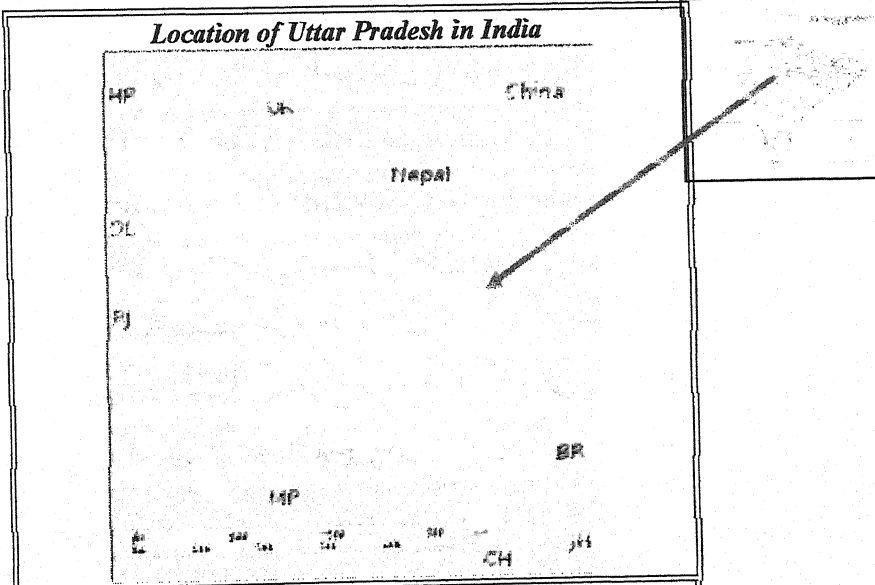
Uttar Pradesh has an important place in the culture of India; it is considered to be the birthplace of Hinduism, has been the ancient seat of Hindu religion, learning and culture, and has many important sites of Hindu pilgrimage. The State is also important to Buddhism since its early days. The Chaukhandi Stupa marks the spot where Buddha met his first disciples. The Dhamek Stupa in Sarnath commemorates Buddha's first sermon. Also the town of Kushinagar is where Gautama Buddha died.


Throughout its history, the region of Uttar Pradesh was sometimes divided between petty kingdoms and at other times formed an important part of larger empires that arose on its east or west, including the Magadha, Nanda, Mauryan, Sunga, Kushan, Gupta, Pala and Mughal empires.

The Indo-Gangetic plain, that spans most of the state, is also the birth place of the Indo-Islamic syncretic culture of the medieval period. It holds much of the heritage of the Mughal Empire, including the world famous mausoleum Taj Mahal built by Shah Jehan, the magnificent tomb of Mughal Emperor Akbar the Great in Agra and Akbar's capital-palace in Fatehpur Sikri. It was a centre of nationalism during the British colonial period and has continued to play a prominent role in Indian political and cultural movements. The state has a rich heritage of traditional crafts and cottage industries of various types that employ highly skilled craftsmen and artisans.

Hindus and Muslims together constitute above 98% of the State's population. The remaining nearly 2% include Sikhs, Jains, Buddhists and Christians, and also the tribal population.

Table 3.1
Profile of Uttar Pradesh

<p><i>Location of Uttar Pradesh in India</i></p> 	
Coordinates	26°51'N 80°55'E 26.85°N 80.91°E
Country	India
Region	Awadh, Baghelkhand, Braj, Bundelkhand, Purvanchal, Rohilkhand, Indo-Gangetic Plain
District(s)	71
Uttar Pradesh	14 November 1834

Capital	Lucknow
Largest city	Kanpur
Largest metro	Kanpur
Governor	Banwari Lal Joshi
Chief Minister	Kumari Mayawati
Legislature (seats)	Bicameral (404 + 108=512)
Parliamentary constituency	parliamentary constituencies in Uttar Pradesh
High Court	Allahabad High Court
Population	190,891,000 (1st)
• Density	• 792 /km ² (2,051 /sq mi)
Sex ratio	111.4 ♂/♀
Literacy	57.37%
• Male	• 70.22%
• Female	• 42.97%
Official languages	Hindi, Urdu
Time zone	IST (UTC+5:30)
Area	243,286 km ² (93,933 sq mi)
Temperature	• 31 °C (88 °F)
• Summer	• 46 °C (115 °F)
• Winter	• 6 °C (43 °F)
Governing body	Government of India, Government of Uttar Pradesh
Website	www.upgov.nic.in
 <p>Seal of Uttar Pradesh Government</p>	

Evolution of the State

The area has undergone several different definitions, nomenclatures and territorial demarcations since the early 19th century, i.e., after the British East India Company had established its supremacy in the Gangetic plains. In 1833 the then Bengal Presidency of the Company was divided into two parts, one of which became Presidency of Agra; in

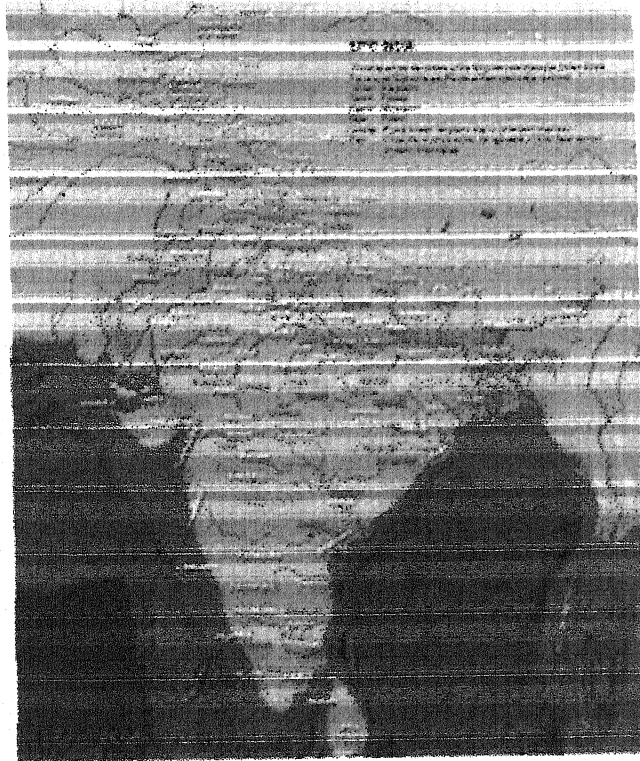
1836 the Agra area was named North-Western Provinces and placed under a Lieutenant Governor by the Company. In 1877, the two provinces of Agra and Oudh (Oudh was occupied by the Company, in 1858), were placed under one Colonial administrator of the British Crown; he was called Lieutenant Governor of the North-Western Provinces and Chief Commissioner of Oudh. In 1902 the name was changed to United Provinces of Agra and Oudh with Lieutenant Governor of the United Provinces of Agra and Oudh as administrator; in 1921 Lieutenant Governorship was elevated to Governorship and the name of the province was changed to United Provinces of British India. In 1935, the name was shortened to United Provinces. On independence from the British colonial rule in 1947, the princely states of Rampur, Banares and Tehri-Garwal were merged into the United Provinces. In 1950, the name of United Provinces was changed to Uttar Pradesh. In 1999 a separate Himalayan state, Uttaranchal, (now named Uttarakhand), was carved out of Uttar Pradesh.

Prehistory, legends and ancient period

Archeological finds in Uttar Pradesh confirm presence of Stone Age Homo Sapien hunter-gatherers in Chhatarpalia, Mahugarh, Parisdhia, Lalitpur, Nihi and Gopipur, between 85 ± 11 and 72 ± 8 kyr (thousand years ago) before present (BP); Middle Paleolithic and later the Upper Paleolithic artifacts dated at 21–31 kyr BP; Mesolithic/Microlithic hunter-gatherer's settlement, near Pratapgarh, around 10,550–9550 B.C.; villages, domesticated cattle, sheep or goats and evidence of plants and agriculture as early as 6000 B.C. - although, most dates range between c. 4000 and 1500 B.C. - thus initiating a sequence which extends into the Iron Age and the beginning of Vedic period.

Figure 3.1

Map of ancient kingdoms during the 'Epic periods'



The known history of Uttar Pradesh goes back 4000 years, when the Aryans first made it their home in 2000 BC; this heralded the Vedic age of the Indian civilization. The Aryans, infiltrating from their home-base in the present day Punjab region, had settled in the Doab region and the Ghagra plains, and called it with various names: Madhya Desha (Midland), Aryavarta (the Aryan land) and Bharatvarsha (the kingdom of Bharat, an important Aryan king). In the ages to come, Aryans spread to other parts of the Indian subcontinent, reaching as far south as Kerala and Sri Lanka and, in due course, ancient kingdoms (Mahajanapadas) arose at several large population centres.

Ancient cities of Indian Subcontinent

The ancient Mahajanapada era kingdom of Kosala in Ayodhya - where, according to Hindu legend, the divine king Rama of the Ramayana epic reigned - was located here. Krishna - another divine king of Hindu legend, who plays a key role in the Mahabharata

epic and is revered as the eighth reincarnation (Avatara) of Hindu god Vishnu - was born in the city of Mathura. The aftermath of Mahabharata war is believed to have taken place in the area between the Doab region of Western Uttar Pradesh and Delhi, (in what was Kuru Mahajanapada), during the reign of the Pandava king Yudhishtira. The revered Swaminarayan - mentioned in the Brahma Purana and Vishwaksena Samhita as the manifestation of God - was born in the village of Chhapaiya.

Most of the empire building invasions of North India, from the east as well as the west, passed through the vast swathe of Gangetic plains of what today is Uttar Pradesh. Control over this region was of vital importance to the power and stability of all of India's major empires, including the Mauryan (320-200 BCE), Kushan (100-250 CE) and Gupta (350-600 C.E.) empires.

Mathura in Uttar Pradesh served as the capital of the Kushan Empire

Following the Hun invasions that broke Guptas' empire, the Ganga-Yamuna Doab saw the rise of Kannauj. During the reign of Harshavardhana (590- 647 CE), the Kannauj empire was at its zenith; spanning from Punjab and Gujarat to Bengal and Orissa - and parts of central India, north of the Narmada River - it encompassed the entire Indo-Gangetic plain. A patron of Buddhism and the University at Nalanda, Harsha organized theological debates and also patronised art and literature. A noted author on his own merit, he wrote three Sanskrit plays. Many communities in various parts of India boast of being descendants of migrants from Kannauj, reflecting its glory in the past.^[14] Soon after Harshavardhana's death, his empire disintegrated into many kingdoms, to be invade and ruled mostly by Rajputs.

Medieval

Agra and Fatehpur Sikri in Uttar Pradesh were the capital cities of Akbar the Great. Causing the fall of post-Harshavardhana Rajput kings of north India came the Turko-Afghan Muslim rulers and what we call Uttar Pradesh today once again became the

catalyst for things to come; much of the state formed part of the various Indo-Islamic empires (Sultanates) after 1000 AD and was ruled from their capital, Delhi.

Later, in Mughal times, U.P. became the heartland of their vast empire; they called the place 'Hindustan', which is used to this day as the name for India in several languages. Agra and Fatehpur Sikri were the capital cities of Akbar, the great Mughal Emperor of India. At their zenith, during the rule of Aurangzeb, the Mughal Empire covered almost the entire Indian subcontinent (including present day Afghanistan, Pakistan and Bangladesh), which was ruled at different times from Delhi, Agra and Allahabad.

When the Mughal Empire disintegrated, their last territory remained confined to the Doab region of Hindustan and Delhi. Other areas of Hindustan (U.P.) were now ruled by different rulers: Oudh was ruled by the Nawabs of Oudh, Rohilkhand by Afghans, Bundelkhand by the Marathas and Benaras by its own king, while Nepal controlled Kumaon-Garhwal as a part of Greater Nepal. The state's capital city of Lucknow was established by the Muslim Nawabs of Oudh in the 18th century.

Modern-colonial

Starting from Bengal in the later half of the 18th century, a series of battles for North Indian lands finally gave the British East India Company accession over this state's territories - including the territories of Bundelkhand, Kumaon and Benaras rulers - and the last Mughal territories of Doab and Delhi. When the Company included Ajmer and Jaipur kingdoms in this northern territory, they named it the "North-Western Provinces" (of Agra). Today, the area may seem big compared to several of the Republic of India's present 'mini-states' - no more than the size of earlier 'divisions' of the British era - but at the time it was one of the smallest British provinces. Its capital shifted twice between Agra and Allahabad.

Due to dissatisfaction over the policies of the foreign Company's rule, a serious rebellion erupted in various parts of North India; Meerut cantonment's sepoy, Mangal Pandey, is

widely credited as its starting point. It came to be known as the Indian Rebellion of 1857. After its failure, when the turmoil settled, in desperation to dismember the most rebellious regions, the British made a major revamp: they truncated the Delhi region from 'NWFP of Agra' and merged it with Punjab, while the Ajmer- Marwar region was merged with Rajputana; at the same time, they included Oudh into the state. The new state was called the 'North Western Provinces of Agra and Oudh', which in 1902 was renamed as the United Provinces of Agra and Oudh. It was commonly referred to as the United Provinces or its acronym UP.

Post-independence

After independence, the state was renamed Uttar Pradesh ("northern province") by its first chief minister, Govind Ballabh Pant. Pant was well acquainted with and close to Jawaharlal Nehru (the first Prime Minister of free India) and was also popular in the Congress Party; he established such a good reputation in Lucknow that Nehru called him to Delhi, the capital and seat of Central Government of the country, to make him Home Minister of India in December 27, 1954. He was succeeded by Dr. Sampooranand, a university professor and classicist Sanskrit scholar, who was chief minister till 1957, before becoming governor of Rajasthan.

Sucheta Kripalani served as India's first woman chief minister from October 1963 until March 1967, when a two-month long strike by state employees caused her to step down. After her, Chandra Bhanu Gupta assumed the office of Chief Minister with Laxmi Raman Acharya as Finance Minister, but the government lasted for only two years due to the confusion and chaos which ended only with the defection of Charan Singh from the Congress with a small set of legislators; he set up a party called the Jana Congress, which formed the first non-Congress government in U.P. and ruled for over a year.

Hemvati Nandan Bahuguna was chief minister for Congress Party government for part of the 1970s. He was dismissed by the Central Government headed by Indira Gandhi, along with several other non-Congress chief ministers, shortly after the imposition of the

widely unpopular Emergency, when Narain Dutt Tewari - later chief minister of Uttarakhand - became chief minister. The Congress Party lost heavily in 1977 elections, following the lifting of the Emergency, but romped back to power in 1980, when Mrs. Gandhi handpicked the man who would later become her son's principal opposition, V.P. Singh, to become Chief Minister. On November 9, 2000, the Himalyan portion of the state, comprising the Garhwal and Kumaon divisions and Haridwar district, was formed into a new state, now called Uttarakhand, meaning the 'Northern Segment' state.

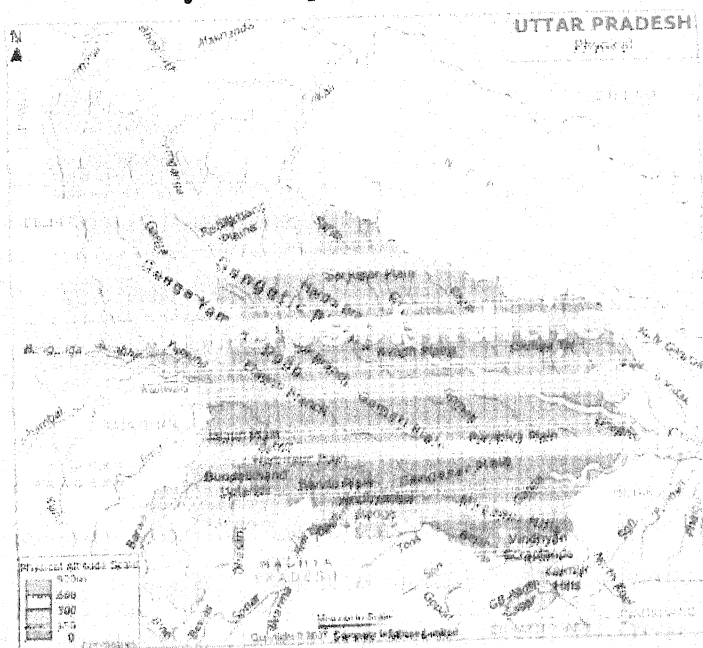
GEOGRAPHY

Uttar Pradesh shares an international border with Nepal and is bounded by the Indian states of Uttarakhand, Himachal Pradesh, Haryana, Delhi, Rajasthan, Madhya Pradesh, Chhattisgarh, Jharkhand and Bihar. The state can be divided into two distinct hypsographical regions: -

The larger Gangetic Plain region is in the north: it includes the Ganga-Yamuna Doab, the Ghaghra plains, the Ganga plains and the Terai. It has highly fertile alluvial soils and flat topography - (slope 2 m/km) - broken by numerous ponds, lakes and rivers.

Figure 3.2

Physical Map of Uttar Pradesh

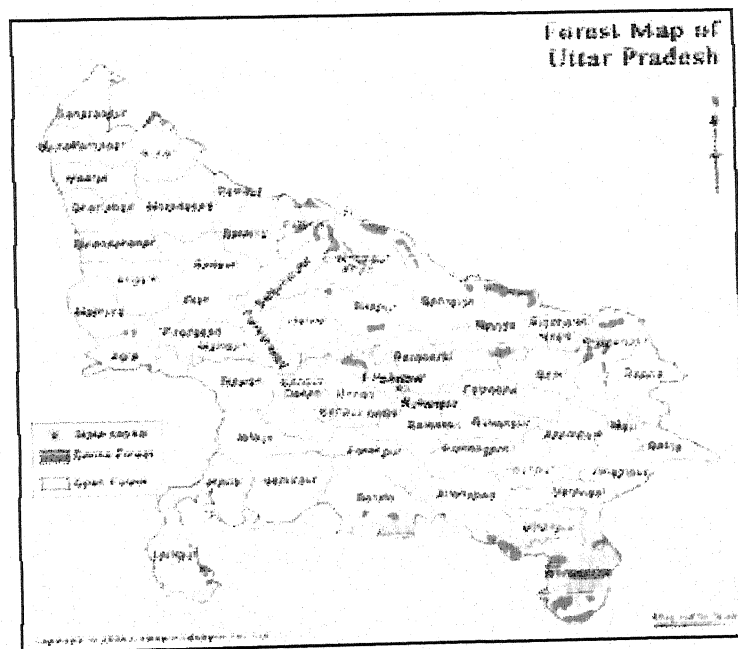


The smaller Vindhya Hills and Plateau region is in the south: it is characterised by hard rock strata and varied topography of hills, plains, valleys and plateau; limited availability of water makes the region relatively arid.

Flora and fauna

Uttar Pradesh has 12.8% land under forest cover now. In spite of alarming deforestation and poaching of wild life, a diverse flora and fauna exists. Several species of trees, large and small mammals, reptiles and insects are found in the belt of temperate upper mountainous forests; medicinal plants are also found wild here, or are now grown on plantations.

Figure 3.2
Forest Map of Uttar Pradesh



Terai-Duar savanna and grasslands support cattle. Moist deciduous trees grow in the upper Gangetic plain, including its riverbanks. In fact, this vast plain is so fertile and life supporting that any thing, which can live or grow anywhere, will do so here. Ganges and

its tributaries are the habitat of a variety of large and small reptiles, amphibians, fresh-water fish and crabs. Mostly scrubs, trees like babool and animals like chinkara are found in the arid Vindhya. The state's important plants and animals include the following: -

Trees: pine, rhododendrons, silver fir, deodar, saal, oak, teak, sheesham, mango, neem, banyan, peepal, imli, jamun, mahua, semal, gular and dhak.

Medicinal plants: Hingan, Dhak, Rauwolfia, Sepentina, Hexandrum, Viala Serpens, Podophyllum, Aepheca Gerardiana.

Large vertebrates: Elephant, Tiger, Bear, Neelgai, Wild Pig, Deer, Wolf, Jackal, Fox, Languor.

Birds: Peacock, Porcupine, Gray Quail, Pigeon, Swallow, Maina, Indian Parakeet, Crow And Duck.

Reptiles: Crocodile, Gharial, Goh, Snakes, Chameleon and Other Lizards.

Fish: Rohu, Catla, Khusa, Parhan, Patra, Moi, Korouch and Singhi.

CLIMATE

The climate of Uttar Pradesh is predominantly subtropical, but weather conditions change significantly with location and seasons: -

Temperature: Depending on the elevation, the average temperatures vary from 12.5–17.5 °C (55–64 °F) in January to 27.5–32.5 °C (82–91 °F) in May and June. The highest temperature recorded in the State was 49.9 °C (121.8 °F) at Gonda on May 8, 1958.

Rainfall: Rainfall in the State ranges from 1,000–2,000 mm (39–79 in) in the east to 600–1,000 mm (24–39 in) in the west. About 90 percent of the rainfall occurs during the southwest Monsoon, lasting from about June to September. With most of the rainfall concentrated during this four-month period, floods are a recurring problem and cause heavy damage to crops, life, and property, particularly in the eastern part of the state, where the Himalayan-origin rivers flow with a very low north-south gradient.

Droughts: Periodic failure of Monsoons results in drought conditions and crop failure.

Constituent regions

Regions of Uttar Pradesh

The state comprises several distinct regions: -

- The Doab region which runs along UP's western border from north to south; this region is further divided into three zones:
 - The Upper Doab in the north-west,
 - The Middle Doab in the west,
 - including the Braj-bhumi in the trans-Yamuna area,
 - The Lower Doab in the south-centre,
- The Rohilkhand region in the north;
- The Awadh(or Oudh), the historic country of Kosalas in the centre;
- The Northern parts of Bundelkhand in the south;
- The Northern parts of Baghelkhand in the south-east; and
- The Southwestern part of the Bhojpur country in the east, commonly called Purvanchal ("Eastern Province").

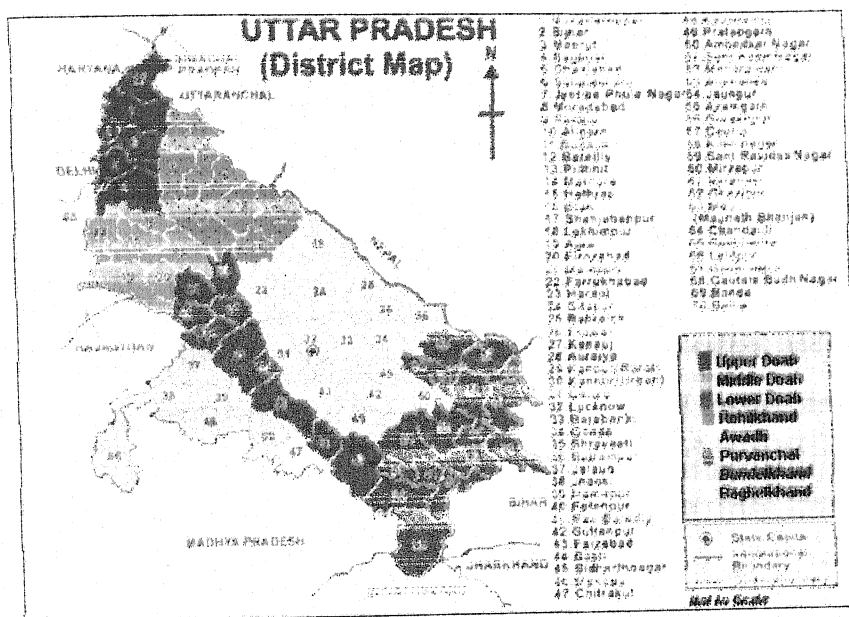
Administrative divisions and districts (as in 2007)

The state of Uttar Pradesh consists of seventy districts, which are grouped into eighteen divisions: -

Agra Division, Aligarh Division, Allahabad Division, Azamgarh Division, Bareilly Division, Basti Division, Chitrakoot Division, Devipatan Division, Faizabad Division, Gorakhpur Division, Jhansi Division, Kanpur Division, Lucknow Division, Meerut Division, Mirzapur Division, Moradabad Division, Saharanpur Division and Varanasi Division.

Figure 3.4

District Map of Uttar Pradesh



The largest district in terms of area is Lakhimpur Kheri. The largest district in terms of population is Allahabad, followed by Kanpur Nagar (Census 2001).

DEMOGRAPHICS

Uttar Pradesh is the most populous state in India with a population of over 190 million people as of July 1, 2008. As indicated in the Table 3.2 below, the average decadal growth for last 40 years is above 25 %.

Table 3.2

Decadal Population Growth		
Census	Pop.	%±
1951	60,274,000	—
1961	70,144,000	16.4%
1971	83,849,000	19.5%
1981	105,137,000	25.4%
1991	132,062,000	25.6%
2001	166,198,000	25.8%
Source: Census of India		

If it were a separate country, Uttar Pradesh would be the world's fifth most populous nation, next only to China, India, the United States of America and Indonesia. As of the 2001 census of India, slightly over 80% of Uttar Pradesh population is Hindu, while Muslims make up 18% of the population. The remaining population consists of Sikhs, Buddhists, Christians and Jains.

SOCIAL STRUCTURE

The population of Uttar Pradesh is divided into numerous castes and sub-castes. Historically, Hindu society is divided into four sub-divisions or varnas, the Brahmins, Kshatriyas, Vaishyas and Shudras, with a further fifth group which was considered to be outside the caste system, and are now known as Dalit. In actuality, Uttar Pradesh society is divided into numerous smaller grouping referred to as jatis. Major Brahmin jatis of the state include the Bhargav, Bhat, Bhumihar, Gangaputra, Gaur , Joshi, Kanyakubja, Maithil, Nagar. Sakaldwipiya , Sanadhya, Saryupareen, Shrimali and Tyagi. Similarly, within the Kshatriya varna are included a number of groups, the most important being the Rajput. While the major Vaishya jatis traditionally associated with trade include the Agrahari, Agrawal, Barnwal, Ghate Bania, Halwai, Jaiswal, Kalwar, Kesarvani, Maheshwari, Mathur, Omar, Oswal , Parwar, Patwa, Rastogi, Sadh and Teli. In addition to these jatis, the Kayastha caste, traditionally associated with clerical professions , forms an important element in the states population. Vaishya jatis traditionally associated with cultivation include the Ahir, Gaderia, Gaurwa, Gujjar, Jat, Kachhi, Kamboj, Koiry, Kurmi, Murao, Mali, Rawe and Ror. Prominant Shudra jatis include the Barhai, Barwar, Beldar, Dhagi, Dhobi, Dusadh, Jogi, Kahar, Kewat, Nai and Thathera.

The peripheral regions of Uttar Pradesh, are home to a number of tribal communities such as Agaria, Baiga, Bhar, Bhoksa, Bind, Chero, Gond , Kol and Korwa. Five of these tribal communities have been recognised by the Government of India as disadvantaged scheduled tribes, viz. Tharus, Bhoksas, Bhotias, Jaunswaris and Rajis.

The Muslim community in Uttar Pradesh consists of endogamous groups referred to as biradaris. Traditionally, the Sayed, Siddiqui, Shaikh, Shaikhzada, Mughal and Pathan are the five communities that claim descent from foreign groups that settled in India. Closely connected with these groups are communities claiming descent from the Rajput community, such as the Dogar, Garha, Gujjar, Jhojha, Khanzada, Malkana, Mewati, Ranghar and Muslim Tiyaagis. Other major Muslim biradris include the Ansari, Banjara, Bisati, Dhobi Gaddi, Ghosi, Hajjam, Manihar, Muslim Kayasths, Saifi and Teli. The State Assembly (Vidhan Sabha) has 403 electoral constituencies.

POLITICAL LEADERSHIP

The state has a record of providing national leadership; eight of India's fourteen Prime Ministers were from Uttar Pradesh. They are: Jawaharlal Nehru, Lal Bahadur Shastri, Indira Gandhi, Rajiv Gandhi, Choudhary Charan Singh, Vishwanath Pratap Singh, Chandra Shekhar and Atal Behari Vajpayee, who represented a UP constituency, though he was born in Gwalior.

The contemporary political scene is also interesting in the national context. Heirs-apparent to the Nehru-Gandhi family have adopted U.P. as their home state. Congress President Sonia Gandhi represents Rae Bareilly and her son Rahul Gandhi Amethi, Sultanpur. Indira Gandhi's estranged daughter-in-law Maneka Gandhi is a BJP Parliamentarian, while her son Varun Gandhi has also made his debut as a BJP politician and is a member of Lok Sabha. Other prominent politicians include BJP leader and past Human Resources Development minister Dr. Murli Manohar Joshi, SP leader and ex-Chief Minister Mulayam Singh Yadav, BSP leader and now fourth time Chief Minister Mayawati, BJP President and ex-Chief Minister Rajnath Singh, former BJP Chief Minister Kalyan Singh, Rashtriya Lok Dal chief Ajit Singh and ex-Chief Minister of Uttar Pradesh and later of Uttarakhand, Narayan Dutt Tiwari, Mukhtar Abbas Naqvi Ex Information & Broadcasting Minister, Govt. of India, Zafar Ali Naqvi Minister of Education, UP Govt. etc.

At the lowest tier of political pyramid, the state has a large number of village councils, known as Panchayats, just like it is in the other states of India.

EDUCATION

The region of Uttar Pradesh had a long tradition of learning, although it had remained mostly confined to the elite class and the religious establishment. Sanskrit-based education comprising the learning of Vedic-to-Gupta periods, coupled with the later Pali corpus of knowledge and a vast store of ancient-to-medieval learning in Persian/Arabic languages, had formed the edifice of Hindu-Buddhist-Muslim education, till the rise of British power. The present schools-to-university system of western education owes its inception and development here, as in the rest of the country, to foreign Christian missionaries and the British colonial administration.

Aligarh Muslim University is a residential academic institution. Modelled on the British University of Cambridge, it was established by Sir Syed Ahmed Khan in 1875 – then named as Mohammedan Anglo-Oriental College - and in 1920 it was granted the status of a Central University by an Act of Indian Parliament. Located in the city of Aligarh, Uttar Pradesh, India, it was among the first institutions of higher learning set up during the British Raj.

Banaras Hindu University is a Central University located in Varanasi, India. It evolved out of the Central Hindu College of Varanasi, set up by Annie Besant - a colourful British lady of Irish descent - who joined hands with Pandit Madan Mohan Malaviya in April 1911 for a common Hindu University at Varanasi. Eventually, the Banaras Hindu University started functioning from 1 October 1917 with the Central Hindu College as its first constituent college. Most of the money for the university came from Hindu princes and its present 1,350-acre (5.5 km²) campus was built on land donated by the Kashi Naresh. Regarded as the largest residential university in Asia, it has more than 128 independent teaching departments; several of its colleges - including science, linguistics, law, engineering (IT-BHU) and medicine (IMS-BHU) - are ranked amongst the best in

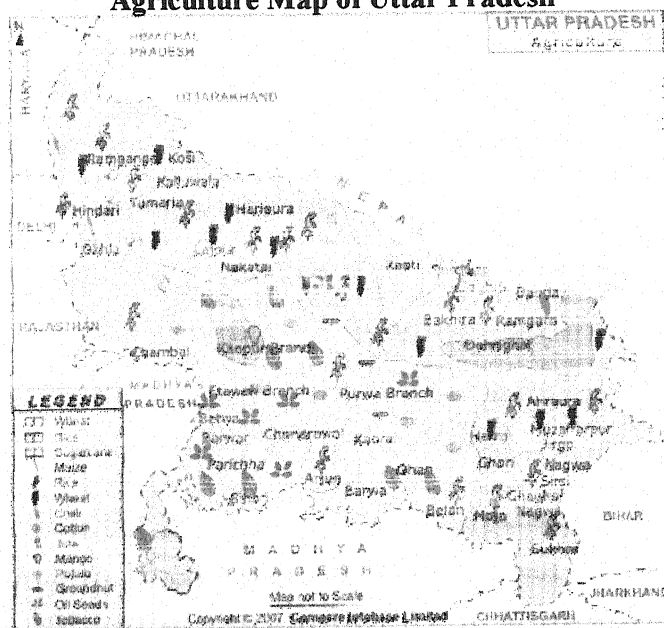
India. The university's total enrollment stands at just over 15000, including the students from abroad.

ECONOMY

Uttar Pradesh is the second largest state economy in India after Maharashtra, contributing 8.17% to India's total GDP. Between 1999 and 2008, the economy grew only 4.4% per year, one of the lowest rates in India.

The major economic activity in the state is agriculture, in 1991, 73% of the population in the state was engaged in agriculture and 46% of the state income was accounted for by agriculture. UP has retained its preeminent position in the country as a food-surplus state. Uttar Pradesh is home to largest number of Small Scale industrial units in the country, with 12% of over 2.3 million units. But industrial output has been adversely affected by erratic power supply from the UP State Electricity Board and remains far below its full production capacity. Unavailability of adequate raw materials at competitive prices is another negative factor. Also, like in most parts of India, traders and middlemen make most of the profits while the labour class lives at subsistence level.

Figure 3.5
Agriculture Map of Uttar Pradesh



In spite of these, labour efficiency is higher in UP at (26) than the National Average of (25). Following are some of the important industrial hubs in the state: -

Kanpur is the largest shoe-manufacturing centre in the country.

NOIDA and **Lucknow** are among the top IT (Information Technology) destinations of the country.

Meerut, a manufacturing centre of sports goods, sharp tools like scissors and also of gold ornaments, is regularly listed among the top tax-paying cities in the country.

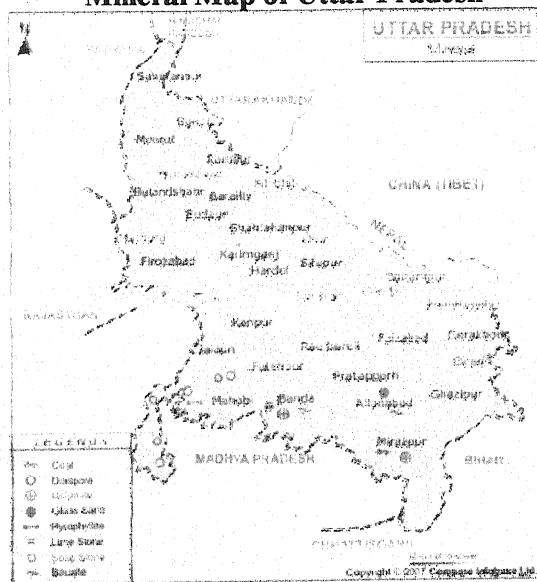
Mirzapur and **Bhadohi** are manufacturing centres and worldwide exporters of carpets and cotton durries.

Moradabad, a famous production centre of traditional 'Moradabadi' metalware, has emerged now as a major producer and exporter of stainless steel utensils also.

Aligarh is a manufacturing hub of brass, zinc, aluminum, iron door fittings and is also famous for its padlocks. These items are supplied all over the world. Aligarh is also a manufacturing hub of plastic toy pistols.

Agra was visited by more than 8 million domestic and 8,25,000 foreign tourists in 2007, followed by **Varanasi**, **Lucknow**, **Allahabad**, **Vrindaban** and **Mathura**.

Figure 3.6
Mineral Map of Uttar Pradesh



Globalisation as well as Western influence through media are impacting the Uttar Pradesh's life style, and economy is gearing itself to cater to new tastes and consumerism.

A visible sign of this is seen in the elegant shopping Malls coming up in up beat localities in big cities.

Economy is also benefiting from the State's thriving tourism industry.

TOURISM

Uttar Pradesh attracts a large number of visitors, both national and international; with more than 91 million domestic tourists (in 2007) and almost 25% of the All-India foreign tourists visiting Uttar Pradesh, it is one of the top tourist destinations in India. There are two regions in the state where a majority of the tourists go, viz. the *Agra Circuit* and the Hindu pilgrimage circuit.

- The city of Agra, gives access to three World Heritage Sites: Taj Mahal, Agra Fort and the nearby Fatehpur Sikri:
 - Taj Mahal is a mausoleum built by Mughal Emperor Shah Jahan in memory of his favorite wife, Mumtaz Mahal. It is cited as *"the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage."*
 - Agra Fort is about 2.5 km northwest of its much more famous sister monument, the Taj Mahal. The fort can be more accurately described as a walled palatial city.
 - Fatehpur Sikri was the world famous 16th century capital city near Agra, built by the Mughal emperor Akbar the Great, whose mausoleum in Agra is also worth a visit.

In Agra itself, Dayal Bagh is a temple built in modern times that many visit. It is still under construction and would take an estimated one-century for completion. Its life-like sculptures in marble are unique in India. Agra's dubious modern attractions include Asia's largest Spa as well as Asia's first and only 6D theatre.

- *The pilgrimage circuit* includes the holiest of the holy cities of Hindus on the banks of sacred rivers Ganga and the Yamuna: Varanasi (also considered world's

oldest city), Ayodhya (birth place of Lord Rama), Mathura (birth place of Lord Krishna) and Allahabad (the confluence or 'holy-sangam' of the sacred Ganga-Yamuna rivers).

Varanasi is widely considered to be one of the oldest cities in the world. It is famous for its ghats (bathing steps along the river), that remain bustling year round with devotees from all over India and beyond, who want to take a holy dip in the sacred Ganges River. Mathura is world-famous for its colourful celebrations of the Holi festival, which attracts many tourists also - thanks partly to the hype, which the Indian film industry has given to this highly entertaining socio-religious festival.

Every year, thousands gather at Allahabad to take part in the Magh Mela festival, which is held on the banks of the Ganges. The same festival is organised on a larger scale every 12th year and is called the Kumbha Mela, where over 10 million Hindu pilgrims congregate — the largest gathering of human beings in the world.

The historically important towns of Sarnath and Kushinagar are located not far from Varanasi. Gautama Buddha gave his first sermon at Sarnath after his enlightenment and Kushinagar is where Gautama Buddha died; hence both are important pilgrimage sites for Buddhists. Also at Sarnath are the Pillars of Ashoka and the Lion Capital of Ashoka, both important archaeological artifacts with national significance. At a distance of 80 km from Varanasi, Ghazipur is famous not only for its Ganga Ghats but also for the Tomb of British potentate Lord Cornwallis, the Tomb is maintained by the Archeological Survey of India.

Lucknow, the capital of Uttar Pradesh, also has several beautiful historical monuments such as Bara Imambara and Chhota Imambara. It has also preserved the damaged complex of the Oudh-period British Resident's quarters, which are being restored now.

Dudhwa National Park is one of the best tiger reserves in the country. Lakhimpur Kheri - home to the Tiger Reserve - and Katerniaghat Wildlife Sanctuary - the most concentrated sanctuary in India with a large population of tigers as well as leopards - situated in

Bahraich and bordering Nepal is also worth a visit. Some areas require a special permit for non-Indians to visit.

TRANSPORTATION

The state has a large network of multimodal transportation system: -

Airways: The state has four important airports and 23 airstrips. Cities that have nationally well connected domestic airports are Lucknow, Agra, Kanpur and Varanasi. Lucknow is the biggest and most important airport of the state. (An upgradation of Bareilly's Trishul Air-base into a domestic airport is also underway.)

Railways: Almost all the major as well as smaller cities of the state are linked through railways. It has largest railway network in the country; with a total length of 8,546 km (as on 2006) and the sixth largest railway density.

Roadways: The state has largest road network in the country, after Maharashtra. It boasts of 31 National Highways (NH), with a total length of 4,942 km (8.5% of total NH length in India). It has seventh highest road density in India, (1,027 km per 1000 km,² as on 2002) and largest surfaced urban road network in the country (50,721 km, as on 2002). Cities of Kanpur, Lucknow, Bareilly, Allahabad, Varanasi, Jhansi, Gorakhpur, Agra and Ghazipur are connected to a number of National Highways. With a existing expressway between Lucknow and Kanpur, new expressways are coming up between Agra and Noida and between Noida and Ballia (near Ghazipur). The State Government's road transport company UPSRTC-Uttar Pradesh State Road Transport Corporation serves nationalized routes in the state for intrastate and interstate transport.

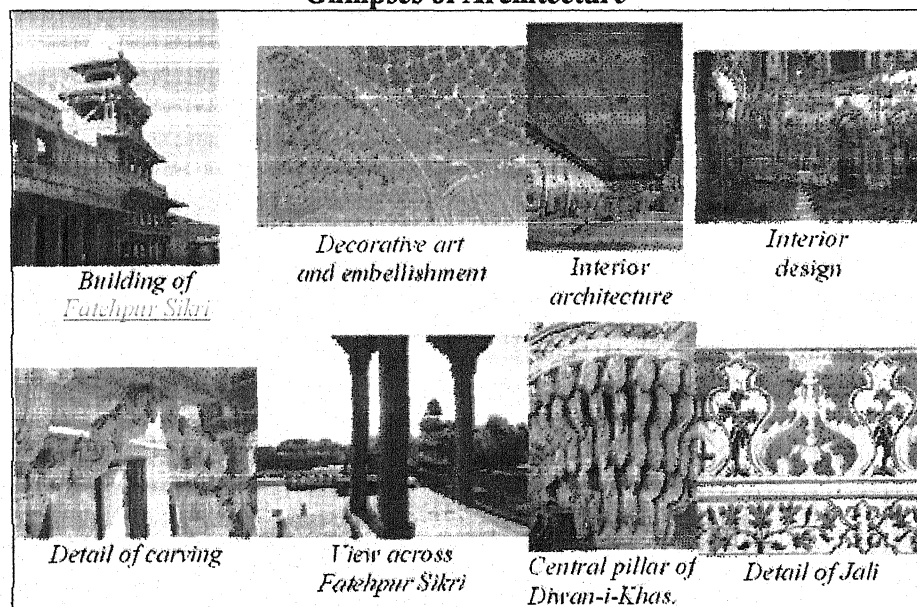
Waterways: A long stretch of the river Ganges - from Allahabad (Uttar Pradesh) to Haldia (West Bengal) - has been declared as National Waterway (NW)-I and 600 km of the total NW-I lies in Uttar Pradesh.

Although, the state has a large and diversified transportation network, its condition and functioning need substantial improvement.

ARCHITECTURE

Architectural legacies of the past millennia of the region of Uttar Pradesh survive to varying extent. The oldest of them fall within the purview of archeology or mythology; religious places in the State - identifiable in the narratives of Puranas and other sacred literature of Indian religions - have architectural edifices that are very old and have been built over repeatedly in course of time.

Figure 3.7
Glimpses of Architecture



Medieval kings and emperors have left imposing monuments: forts, palaces, temples, mosques and mausoleums, whose external and internal grandeur reminds of the opulence of those times. British colonial buildings, built for the administration, judiciary, hospitals, banks, postal services, police, railways etc. are still seen in most of the cities; their architecture in most cases is purely functional.

ART AND CRAFT

Uttar Pradesh is famous for its rich heritage of art and craft. Most famous centres are the following:

Bareilly boasts for its Zari work, (a type of fabric decoration), Surma (Kohl) and Jhumka. **Firozabad**, the city of bangles, is also a hub for crafting many glass accessories. The glass artifacts produced in its factories are just amazing and are exported the world over.

Kannauj is well known for oriental perfumes, scents and rose water and also for traditional tobacco products.

Kanpur is internationally known for its leather craft; shoes and other leather items are made here for the Indian market and exported to foreign countries as well.

Khurja is famous for its ceramics pottery; in fact, the entire state is famous for its pottery not only in India but also around the world.

Lucknow, the capital, boasts of its cloth work and embroidery (chikan) work on silk and cotton garments.

Mirzapur and **Bhadohi** are known for carpets.

Moradabad is well known for its metal ware, especially brass artifacts.

Pilibhit is known for its wood-flutes and wooden footwear (Khadaon). Flutes are exported to Europe, America and other countries.

Saharanpur is known all over India and abroad for wood carving items produced here.

Varanasi is famous for its Banarasi saris and silk. A 'banarasi sari' is an essential part of any marriage in the state.

LANGUAGE AND LITERATURE

Uttar Pradesh is often referred to as the 'Hindi heartland of India'. While the languages of state administration are Hindi established by the Uttar Pradesh Official Language Act, 1951, and Urdu, established by the Amendment to the same in 1989, the native languages of the state are considered as dialects of Hindi, both by the common populace as well as the State and Central Governmental authorities. Linguistically, the state spreads across

the Central, East-Central and Eastern zones of the Indo-Aryan languages, the major native languages of the state being Bhojpuri, Awadhi, Bundeli, Braj Bhasha, Kannauji and the vernacular form of Khari boli, which also forms the basis for the standardised Hindi and Urdu registers. Bagheli is spoken on the southwestern fringes of the state. The state government promotes the native dialects in cultural festivals - education in the dialects, however, is negligible. Moreover, the literature of the two main literary dialects of the medieval era, Braj Bhasha and Awadhi, is considered to be subsumed under Hindi literature. While once these two dialects were the main literary vehicles in the region, any progress in literature in them or any of the other native languages is negligible.

The number of speakers of the native languages is difficult to estimate, because most educated people in the urban areas return Hindi as their mother tongue - as it is the language of administration and education - while people in the rural areas return "Hindi" as the generic name for their language, primarily because of a lack of a linguistic awareness. Recently, however, Bhojpuri has seen a linguistic assertion of sorts, while there has been weak activism with respect to Bundeli.

DANCE AND MUSIC

The state is home to a very ancient tradition in dance and music. During the eras of Guptas and Harsh Vardhan, Uttar Pradesh was a major centre for musical innovation. Swami Haridas was a great saint-musician who championed Hindustani classical music. Tansen, the great musician in Mughal Emperor Akbar's court, was a disciple of Swami Haridas. The ragas sung by Tansen were believed to be so powerful that they could bring rain, or light a fire, when recited.

Kathak, a classical dance form, involving gracefully coordinated movements of feet and arms along with the entire body, grew and flourished in Uttar Pradesh. Wajid Ali Shah, the last Nawab of Awadh, was a great patron and a passionate champion of Kathak. Today, the state is home to two prominent schools of this dance form, namely, Lucknow Gharana and Banaras Gharana.

In modern times, Uttar Pradesh has given to the world music legends like Anup Jalota, Baba Sehgal, Girija Devi, Gopal Shankar Misra, Hari Prasad Chaurasia, Kishan Maharaj, Naushad Ali, Pandit Ravi Shankar, Shubha Mudgal, Siddheshwari Devi, Talat Mehmood, Ustad Bismillah Khan etc. The legendary Ghazal singer Begum Akhtar belonged to Uttar Pradesh; she took this aspect of music to amazing heights. "*Ae Mohabbat Tere anjaam pe rona aaya*" is one of her best musical renditions of all times. It is also, incidentally, the birthplace of British pop legend Sir Cliff Richard. The Bhatkande Music University at Lucknow is named after the great musician Pandit Vishnu Narayan Bhatkhande.

The region's *folk heritage* includes songs called rasiya (known and especially popular in Braj), which celebrate the divine love of Radha and Shri Krishna. These songs are accompanied by large drums known as *bumb* and are performed at many festivals. Other folk dances or folk theater forms include:

- Khayal
- Naqal - (mimicry)
- Nautanki
- Qawwali
- Ramlila, which includes enacting the entire Ramayana , Raslila and Swang.

Lokrang sanskritik samiti,Jogia janubi Patti,Fazilanagar,kushinagar is a well known organisation and doing research work in field of Folk songs,Folk artists and Folk cultures. In the month of May, samiti organising "Lokrang" every year.More than 150 artists and writers participating in this programme.

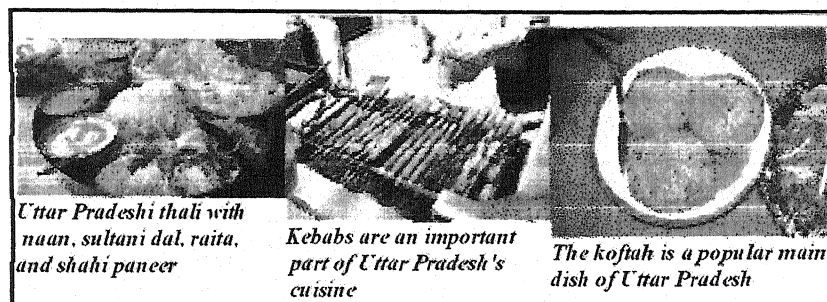
CUISINE

Uttar Pradesh has a rich tradition of sumptuous vegetarian and non-vegetarian food preparations, and of sweetmeats, that are best seen on formal occasions.

A formal vegetarian meal of Uttar Pradesh consists of Chapattis, Rotis (Flatbread) and/or puris (deep fried puffed flatbreads), daal (thick lentil soup), rice (boiled white rice),

vegetable curries (one or more of dry/fried and semi-liquid curries each), curd, pickles, papad (thin spicy crackers) and a variety of sweets. It is normally served in metal dishes and traditionally eaten without the use of cutlery, sitting on the bare floor. When a large gathering is to be feasted in a traditional manner, food may also be served on disposable, flat platters (called 'pattal'), which are made by intertwining broad leaves of certain trees.

Figure 3.8
Cuisines of Uttar Pradesh



A non-vegetarian meal consists of many varieties of meat or rice preparations that have evolved in the region and are now nationally and internationally known as the Moghlai cuisine; some of these are: kebab, kofta, korma, keema, pulao, biryani, prothas (plain or stuffed), halwa, firmi etc. In addition, a selection from the above vegetarian dishes may be present among the food spread. Traditionally, food is served in metal-ware or ceramic crockery, eaten directly with bare hands or (sometimes) with spoons, sitting on the ground covered with a flooring material like cloth-sheet or carpet.

In most of the modern homes, use of Western tableware and dining table and chairs have become the norm and Western dishes are also included at times.

DRESS

A variety of dresses is worn by the people of Uttar Pradesh and hence, the public scene is always a show of many types of dresses and many colours. Traditional styles of dress include draped garments, such as sari for women and dhoti or lungi for men, and stitched clothes, such as salwar kameez for women and kurta-pyjama for men. European-style trousers and shirts are also common among the educated men.

Dress material is chosen as per the need of the weather; hence, fabrics made of cotton and cotton-synthetic blends are common in summer and warm clothing, made of wool or synthetic-wool, is needed in winter, when a sweater, jacket and/or a coat may be worn, specially during peak winter.

FESTIVALS

Religious practices are as much an integral part of everyday life, and a very public affair, as they are in the rest of India. Therefore, not surprisingly, many festivals are religious in origin, although several of them are celebrated irrespective of caste and creed.

Among the most important Hindu festivals are Diwali, Holi and Dashehra, which are also observed with equal fervour by Jains and Sikhs. Bāra Wafāt, Eid, Bakreed and Moharram are Muslim religious festivals. Mahavir Jayanti is celebrated by Jains, Buddha Jayanti by Buddhists, Guru Nanak Jayanti by Sikhs and Christmas by the Christians.

Table 3.3
Traditional fairs of Uttar Pradesh

S. No.	Name of Fairs	2008	2009	2010
1.	Ram Nagaria Mela, Farrukhabad	22 Jan. 21 Feb.	11 Jan. 09 Feb.	25 Jan. 24 Feb.
2.	Ardh Kumbh Mela, Allahabad	-	-	-
3.	Dhrupad Mela, Assi, Varanasi	4-6 Mar.	21-23 Feb.	10-12 Feb.
4.	Ramayan Mela, Chitrakoot	15 -19 Feb.	15 -19 Feb.	15 -19 Feb.
5.	Magh Mela Allahabad	14 Jan. 22 Jan. 07 Feb. 11 Feb. 21 Feb. 06 Mar.	11 Jan. 14 - 15 Jan. 26 Jan. 31 Jan. 09 Feb. 23 Feb.	31 Dec. 15 Jan. 20 Jan. 30 Jan. 12 Feb.
6.	At Minor Baslica, Sardhana, District Meerut	8-9 Mar. 8-9 Nov.	14-15 Mar. 14-15 Nov.	13-14 Mar. 13-14 Nov.
7.	Nauchandi Mela, Meerut	30 Mar.	22 Mar.	14 Mar.
8.	Navratri, Mela, Vindhyachal, Mirzapur	30 Sep. to 8 Oct. 6-14 Apr.	19-27 Sep. 27 Mar. to 3 Apr.	8-16 Oct. 16-24 Mar.

9.	Gangaur Mela, Gokul Pura & Moti Katra, Agra	08-09 Apr.	29-30 Mar.	18-19 Mar.
10.	Tarkulha Mela, Tarkulha, Gorakhpur	13 Apr.	03 Apr.	24 Mar.
11.	Gorakhnath Khichri Mela, Gorakhpur	14 Jan	14 Jan	14 Jan
12.	Kailash Fair, Agra	04 Aug. .	27 Jul.	16 Aug.
13.	Ram Barat, Agra	25 Sep.	15 Sep.	4 Oct.
14.	Deva Mela, Deva Sharif, District Barabanki	18 Oct.	7 Oct.	26 Oct.
15.	Cattle Fair, Bateshwar District Agra	30 Oct. 13 Nov.	10 Oct. 09 to 7 Nov. 09 Best Days to visit : 15 th to 25 th Oct. 09	07-21 Nov.
16.	Dadri Mela, Ballia	13 Nov.	02 Nov.	21 Nov.
17.	Ramayan Mela, Ayodhya	24 Nov. to 27 Nov.	24 Nov. to 27 Nov.	24 Nov. to 27 Nov.

As part of nation-wide celebrations, the two secular National festivals of Independence Day and Republic Day are celebrated with great patriotic fervour in offices and main public places, on August 15 and January 26 respectively, by all Government offices, many socio-cultural organizations and other groups of persons.

SPORTS

Traditional sports, now played mostly as a past time, include wrestling, swimming, kabaddi and track- or water-sports played according to local traditional rules and without use of modern gears; some times, display of martial skills using a sword or 'Pata' (stick) etc. form the basis of sports. But, due to lack of organized patronage and requisite facilities, these sports are surviving mostly as individuals' hobbies or local competitive events, e.g. in interested schools.

Modern sports - the indoor, field and track games - are popular, especially among the educated class, but the State has yet to attain all-round national standing in most of them.

There was a time when field hockey was immensely popular and Uttar Pradesh produced some of the finest hockey players of India, who brought glory to the nation. Dhyan Chand, the legendary field hockey player of India and a hero of many Olympic Games of yester years, was born on 29 August 1905, in Allahabad, Uttar Pradesh. Adolf Hitler, the Chancellor of Germany, was so impressed by Dhyan Chand's performance in the Berlin Olympic hockey-finals that he offered to elevate 'Lance Naik' Dhyan Chand to the rank of a Colonel if he migrated to Germany; Chand had declined the offer.

Figure 3.9
Green Park Stadium, Kanpur

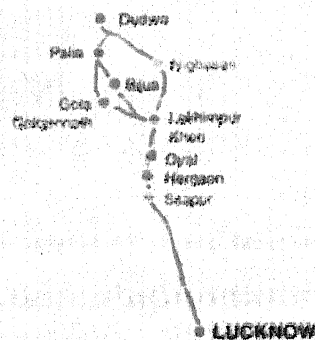


Hockey's popularity is now taken over by cricket. Though not renowned for it cricket team, U.P. won its first Ranji Trophy tournament in February 2006, beating Bengal in the final. It can also boast of its 3 or 4 players normally finding a place in the national side. Green Park Stadium in Kanpur is one of the oldest cricket venues in India and has witnessed some of India's most famous victories.

Dudhwa Tiger Reserve

Situated on the Indo-Nepal border in District Lakhimpur-Kheri of Uttar Pradesh, the Dudhwa Tiger Reserve with an area of 614 sq. Km is one of the finest, of the few remaining examples of the exceedingly diverse and productive tarai eco-systems. The northern edge of the reserve lies along the Indo-Nepal

DUDHWA TIGER RESERVE



border and the southern boundary is marked by the river Suheli. It is home to a large number of rare and endangered species which includes Tiger, Leopard, Swamp deer, Hispid hare, Bengal Florican, etc.

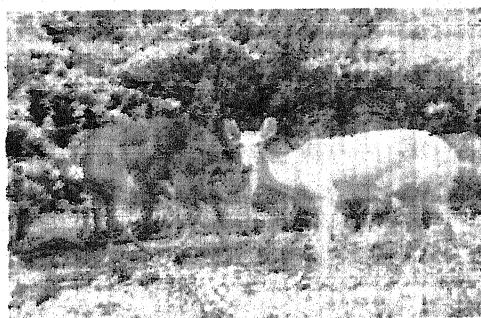
The Kishanpur Sanctuary located about 30 km from Dudhwa, is the other constituent of the reserve. Spread over about 200 sq. km it lies on the banks of the River Sharda and is surrounded by Sal forests of the adjoining reserved forests.



The grasslands of the reserve are the habitat of the largest kind of Indian deer-the Swamp deer or the Barasingha, so called because of their magnificent antlers (bara-twelve; singha-antler). Decline in their habitats led to a drastic decline in numbers and a small area named Sonaripur Sanctuary was set aside in 1958 for the conservation of this rare species of deer. Later, it was upgraded to cover an area of 212 sq. km and was renamed the Dudhwa Sanctuary. In 1977, the area was further extended to include over 614 sq. km and was declared a National Park. Eleven years later, in 1988, when Dudhwa became a part of Project Tiger, the area of the Kishanpur Sanctuary was added to create the Dudhwa Tiger Reserve. About 1800 Barasingha are to be found in the reserve and majestic herds are especially seen in the grassy wetlands of the Sathania and Kakraha blocks.

Wild Life at Dudhwa

The Reserve has a range of fascinating wildlife. Included the are sloth bear, ratel, civet, jackal, the lesser cats like the leopard cat, fishing cat and jungle cats; varieties of deer - the beautiful spotted deer or chital, hog deer and barking deer. The



hispid hare, a dark brown animal with bristly fur - last seen in the area in 1951 and believed to have become extinct, was rediscovered in 1984 to the great interest of conservationists.

The short nosed crocodile - the mugger and otters can be seen along the river banks as well as pythons and monitor lizards.

A bird watchers' haven, Dudhwa is also noted for its wide variety-about 400 species. Its swamps and several lakes attracts varieties of waters fowl. Being close to the Himalayan foothills, Dudhwa also gets its regular winter visitors - the migratory water birds. The Banke Tal is perhaps the most popular spot for bird watchers. There are egrets, cormorants, heron and several species of duck, geese and teal. Noted for the variety of storks that make their home here, Dudhwa has the crane-elegant in its grey and red livery, black necked storks, white-necked storks, painted storks, open billed storks and adjutant storks. Raptors like the grey headed fishing eagle, Pallas fishing eagle and marsh harriers can be seen circling over the lakes in search of prey - creating pandemonium among the water fowl as they swoop low.

An extraordinary range of owls are also to be found at the Reserve. These include the great Indian horned owl, the brown fish owl, the dusky horned owl, scoops owl, jungle owlet, the brown wood owl and tawny fish owl. Colourful birds - varieties of woodpeckers, barbets, minivets, bulbuls, kingfishers, bee eaters, orioles, drongos and hornbills are all part of its rich bird life.

Dudhwa has also the ideal kind of terrain for the Indian rhino. Once found here in large numbers, they had been hunted down and had completely disappeared from this area by 1878. More lately, it was feared that epidemics and disease would wipe out the existing populations of rhino in Assam, West Bengal and Nepal and a decision was taken to distribute some in other suitable areas. In an exciting experiment, one male and five female rhinos were relocated here from Assam and Nepal, in 1985. Now well-settled in Dudhwa, their numbers have increased. At present, tourists are not allowed in the rhino area.

Table 3.4
Bird Sanctuaries in Uttar Pradesh

Sanctuary Park	Location	Predominant	Nearest Railhead/Road
Kishanpur Sanctuary	Nepalese Terai District Lakhimpur Kheri	Tiger, Leopard, Swamp Deer	Mailani (20km)
Katarniaghat Sanctuary	Nepalese Terai, District Bahraich	Tiger, Leopard, Swamp Deer, Chital, Nilgai, Sambhar	Bichhiya (4km)
Nawabganj Bird Sanctuary	District Unao	Avian fauna	Kusumbhi (8km) Nawabganj UPSTDC Accommodation available
Hastinapur Sanctuary	District Meerut, Muzaffarnagar, Ghaziabad, Bijnor, Jyoti- ba Phule Nagar	Chital, Sambhar, Nilgai, Leopard, Hyena	Meerut (35km)
National Chambal Sanctuary	District Agra, Etawah	Maggar, Gharial, Chinkara, Sambhar, Nilgai, Wolf	Agra (70km) Etawah (15km)
Mahavir Swami Sanctuary	District Lalitpur	Leopard, Nilgai, Wild bear Sambhar	Lalitpur (30km)
Ranipur Sanctuary	District Banda, Chitrakoot	Sloth bear, Black buck, Spur fowl, Painted Partridge, Chinkara	Karvi (25km)
Chandra Prabha Sanctua	District Chandauli	Panther, Chinkara, Sambhar, Chital, Peafowl	Varanasi Mughal Sarai (65km) Chakia (20km)
Kaimoor Sanctuary	District Mirzapur and Sonbhadra	Leopard, Black buck, Chital, Ratel, Peafowl	Churk (20km)
Lakh Bahosi Sanctuary	District Kammanj	Fishing cat, Nilgai, Jackal Mongoose, Monkey, Local Migratory birds	Kammanj (40km)
Samaspur Sanctuary	District Rae Bareilly	Jackal, Mongoose, Hare, Local Migratory birds	Unchahar (19km) Salon (10km)
Suhelva Sanctuary	District Balrampur, Gonda, Sravasti	Tiger, Cheetal, Leopard, Bear, Boar, Wild cat, Bird	Balrampur (60km)
Sandi Sanctuary	District Hardoi	Jackal, Mongoose, Nilgai, Local Migratory birds	Hardoi (19km)
Bakhira Sanctuary	District Sant Kabir Nagar	Jackal, Mongoose, Nilgai, Local Migratory birds	Sant Kabir Nagar (20km)
Pama Sanctuary	District Etah	Fishing cat, Jackal, Mongoose, Hare, Nilgai, Monkey, Fox, Local Migratory birds	Jalesar (10km)
Sur Sarovar Sanctuary	District Agra	Jackal, Mongoose, Hare, Local Migratory birds	Agra (20km)
Suraha Tal Sanctuary	District Ballia	Jackal, Mongoose, Nilgai, Monkey, Local Migratory birds	Ballia (13km)

<i>Vijai Sagar Sanctuary</i>	<i>District Mahoba</i>	<i>Jackal, Mongoose, Wild cat, Local Migratory birds</i>	<i>Mahoba (4km)</i>
<i>Saman Sanctuary</i>	<i>Distirct Mainpuri</i>	<i>Jackal, Mongoose, Hare, Local Migratory birds</i>	<i>Mainpuri (38km)</i>
<i>Parvati Arga Sanctuary</i>	<i>District Gonda</i>	<i>Jackal, Mongoose, Hare, Nilgai, Wild cat, Local Migratory birds</i>	<i>Gonda (40km)</i>
<i>Okhla Sanctuary</i>	<i>District Ghazlabad, Gantam Buddha Nagar</i>	<i>Local Migratory birds</i>	<i>Delhi (15km) Okhla (1km)</i>
<i>Sohagi Barwa Sanctuary</i>	<i>District Maharajganj</i>	<i>Tiger, Leopard, Cheetal, Bear, Wild cat, Wild boar Python</i>	<i>Gorakhpur (56km) Maharajganj (50km)</i>
<i>Kachhua Sanctuary</i>	<i>District Varanasi</i>	<i>Species of Tortoise, Gang dolphin, Water animals</i>	<i>Varanasi</i>

IMPORTANT CITIES OF UTTAR PRADESH

The cities of Uttar Pradesh are the most vacationed place in India. From all over the world people visit these cities to cherish the breathtaking beauty of its monuments in Agra and taste the royal cuisine of Lucknow. Allahabad the most sacred city of the Hindus along with Varanasi and Mathura are visited by millions of devotees and tourist every year in search of the path of nirvana or to have a lifetime vision of world marvel 'The Taj'. What ever the reason may be, tourists have always knocked the doors of the Uttar Pradesh and cities of this diverse land has always welcomed the travel enthusiast with all open arms. The regional art and craft has also boosted the tourism in small towns and cities.

The brassware of Muradabad, the glass bangles of Fearozabad, silken brocades of Varanasi and the earthenware of Khurja has attracted many national as well as international tourists to shop for these unique artifacts as a sovereign. Brief profile of selected cities is provided in the foregoing:

ALIGARH

Aligarh is a city of Uttar Pradesh that has both educational and commercial value. Its value started with the founding of Mohammedan Anglo Oriental College in 1875 by Sir Syed Ahmed Khan and grew into the launch pad of nationalist movements in India. With this college, a new breed of educated Muslims was produced who had notable parts in the functioning of the government and its authorities. The college was built with the intention of building a college following British education system, with no compromise on Islamic values.

He maintained that there was no need to be proficient in English and 'Western Sciences' to reach terms of the changing reality. He wanted Muslims to gain modern education and get involved in public life. Raja Jai Kishan helped him in this venture so that Muslims could replace Persians in Government employment and languages of Courts of Law.

The present Aligarh Muslim University is this college that was transformed into a university in 1920. There are more than 250 courses in both traditional and modern education with about thirty thousand students and over two thousand faculty members. This University is today a premier educational institution in both India and Asia. It is in fact, the second largest Muslim University in the world, second to the Al Azhar University of Cairo.

Aligarh is an important business center famous for its lock industry which is exported over the world. Its lock industry is old and had started during the era of Moguls while it was the British who had streamlined it into an organized industry. You find different types, kinds and sizes of locks that are found in abundance on Railway Road and Center Point Markets.

Aligarh is also famous for its Brass hardware and sculptures which are found in all shapes and sizes. Aligarh pajamas too are famous for its qualities which have no parallels in India.

ALLAHABAD

Allahabad is a city of Uttar Pradesh that is not only a major pilgrimage center, but has a major contribution in the formation of modern India. Hindu mythology states that Lord Brahma, the creator had conducted the Prakrishta Yajna on land found at the confluence of the three holy rivers Ganga, Yamuna and Saraswati. This land was blessed by gods, and is none other than Prayag, or Allahabad.

It is this sanctity of the place that has declared Allahabad to be the 'Tirth Raj' or the 'King of all pilgrimage centers'. In fact the Vedas, Ramayana and Mahabharata all refer to this place as Prayag. Since then Allahabad has become the headquarters of the North Western Provinces on being shifted from Agra. You find many well preserved relics belonging to the British here like Muir College and the All Saints Cathedral.

Allahabad is also the place where many events of India's struggle for freedom took place; this is where the first Indian National Congress formed in 1885 and where Mahatma Gandhi's non-violence movement started in 1920. It is this confluence of tradition, mythology and history of Allahabad that makes it a great city.

There are many places around Allahabad worth visiting like Sangam which is about 7 km from Civil Lines. The Sangam is the sacred place of the confluence of the three holy rivers of India; Ganga, Yamuna and Saraswati. You can see the waters of the three rivers distinctively merging into one in the Sangam. It is during the Kumb and Ardh Kumbh that the Sangam is the most active when devotees from all over the world and India throng the place. This is when the devout tend to cross from the finite world into divine celestial realms.

The Allahabad fort is found on the banks of the Yamuna, near the Sangam. It was built in the year 1583 by Emperor Akbar which has three humongous galleries flanked by high towers. This fort is today used by the army and visitors can visit only a limited area of the fort. The Ashokan Pillar, Saraswati Kup, Patalpur temple, Akshaya Vat or immortal banyan tree and the Jodhabai Palace can be seen from here.

The Patalpuri temple is an underground temple found within the Allahabad fort. Here is where you find the Akshaya Vat in a deep niche above the underground shaft leading to

Triveni. However when in Allahabad, it is required to gain permission before visiting the Allahabad fort and some other places.

FIROZABAD

Firozabad is a city of Uttar Pradesh that is famous as a commercial center. It is about 200 kilometers from Delhi, and is a city that is famous internationally for its glass works. In fact, the economy in this city is generated through the manufacture of glass products like bangles, glasses and decorative pieces.

It is said that the people in Firozabad are so engrossed in glass that they breathe not air, but glass. Everywhere you go you find some glass product or the other like all the second vehicles on the roads having glittering bangles of different colors. It is only if you stay for at least two days in Firozabad will you realize that if it was not glass, then this city would never have been there.

Firozabad is located about 40 km from Agra and is located at the northern side of the Deccan Plateau. While the river Yamuna is its southern boundary, Etah district touches its north boundary and Manipuri and Etawah districts touch the east boundary. It is located at a height of about 164.467 m above sea level. There are many bus and rail routes leading from Firozabad to major cities of India. The nearest airport for air connectivity is the airport in Agra.

When compared to Uttar Pradesh, Firozabad is 0.8% of its area and 1.1% of its total population. In addition to this, most of the population here is in a rural area while more than half of the workforce is involved in manufacturing activities. With its connectivity to all parts of India, Firozabad is an important market centre.

Firozabad has been a famous glass industry since the 15th century where apart from bangles, the major produce then was chandeliers. In addition to this, you can find decorated phials of itra, scents and cosmetic products in Firozabad too. It was with the passing of time that Firozabad started producing products like kangans, bangles and kara for the public.

There are more than four hundred glass industries found, and registered in Firozabad today. These industries make different types of glass products using natural gas and not coal. Firozabad manufactures all types of glass hardware that is used for house decoration. In addition to this, Glass Scientific and Labs has been producing flasks, test tubes and other scientific wares for use in laboratories.

Even accessories for automobiles like light bulbs, battery bulbs and other light and sight equipment are produced here for use in two and four wheelers. Firozabad is also famous for producing lighting for both urban and rural areas like miniature bulbs and high voltage bulbs. In fact, 6% of bulbs are provided by Firozabad.

Firozabad also has an international reputation as the world capital for beads. These beads are exported internationally to use in clothing, accessories and shoes. So it can be seen that Firozabad plays an important part in the economy of India with the more than 50% of its glass products being exported to countries all over the world.

GHAZIABAD

Ghaziabad is an industrial town of Uttar Pradesh that has more than 14,000 small, medium and large industrial centers and posh localities. These structures have changed the skyline of the once sleepy industrial town into a modern suburb of Delhi and made it listed as one of the most dynamic cities of the world. Emperor Ghaziuddin had founded this city in 1740 where he had built an architectural marvel of 120 rooms. However only its gate and some parts of the boundary remain today.

The historical Sidh Peeth Dudheshwar Nath Math Mandir of Ghaziabad is where the father of Ravana, Rishi Vishveshar used to worship Lord Shiva. It was Chattarpati Shivaji of Maharashtra who had rebuilt this temple where 550 years' history is inscribed in the walls of the temple.

There are various industries in Ghaziabad manufacturing railway coaches, tapestries, vegetable oil, bicycles, electroplating, diesel engines, pottery, heavy chains, typewriter ribbons, glassware and paint and varnish. Today Ghaziabad is compared as the next

Kuala Lumpur of India with its impressive infrastructure, good banking facilities, communication network, industrial estates, modern technical institutes and developed commercial markets.

With the Indira Gandhi International Airport about a half hour drive from Ghaziabad, Ghaziabad has now become a hub of diplomatic and commercial complexes. Unlike most cities of India, the infrastructure of Ghaziabad emphasizes on planned development while providing an eco-friendly environment providing for healthy growth of industry.

Ghaziabad offers promotion of foreign and domestic investments with its liberal and transparent economy. There are many investor friendly policies for you to choose from for your financial investments from its well developed banking system with over 4,500 bank branches.

So it can be seen that Ghaziabad is basically a town that is worth visiting if you are interested in industries. Though there are not many places of attraction to visit, this is a commercialized city that invites the modern and fast paced traveler.

GORAKHPUR

Uttar Pradesh is a state of India that is famous for its religious and cultural centers. One such center is Gorakhpur, which is located in eastern Uttar Pradesh. This is a city with both Hindu and Buddhist links and was once part of the famous 'Koshla' of lord Rama. Gorakhpur was once under the rule of Sishunaga, Maurya, Sunga and Nanda dynasties but is today a center of frequent Hindu-Muslim conflicts.

It was in the 12th century that the city grew in prominence when it became the center of the Hindu Tantrik and Ascetic, Baba Goraknath. He has influenced the Indians following his sect and his Samadhi is visited by thousands of pilgrims everyday. Gorakhpur is also the city where the poet and philosopher Kabir was born. Kabir's tomb where you find the co-existence of 'Samadhi' and 'Makbara' in Maghar is today a major attraction of Gorakhpur.

It was in the 20th century that Gorakhpur once again rose in prominence in the history of

India. With the burning of a police station in a locality called Chauri Chaura during the Non-Cooperation Movement, Mahatma Gandhi had to withdraw the movement altogether.

Gorakhpur is today famous for the Gita Press, which is considered to be an authority in the compilation and publishing of Hindu scriptures and other religious books. Its most famous publication is 'Kalyan' magazine. You can find all the 18 parts of the Shree Bhagwat Gita on its marble walls with other wall hangings and paintings depicting the life of Lord Ram and Krishna. So if you visit Gorakhpur, you have to visit this place. Gorakhpur is also famous for the birth of Saraswati Shishu Mandir, which are RSS run schools. It was in 1952 that some RSS workers considered educating children their mission of life and laid the foundation of their first school in Gorakhpur. The school was named after the goddess Saraswati and dedicated to children.

There is also famous Masjid found in the old city of Gorakhpur called 'Badi Masjid' and a planetarium near Paidleganj in memory of a great politician of Gorakhpur. So it can be seen that Gorakhpur is a city that has to be visited to learn more about the history of India.

JHANSI

Jhansi is a town in Uttar Pradesh that serves as the gateway to Bundelkhand. It was the queen of Jhansi, Rani Laxmibai who brought fame to the city in 1857 while leading forces against the British while sacrificing her life for Indian independence. Rani Jhansi Laxmibai managed to pass the British with her adopted son tied to her back.

And it is her heroic pose of fighting with two hands while holding her horse's reigns with her teeth that is found in statue form all over north India. She is considered to be India's Joan of Arc who contributed greatly to the freedom struggle of India. The Jhansi Festival is held every year in February-March in memory of this queen every year.

Jhansi is today famous as a hub of education of Bundelkhand region where all schools and colleges are run by both government and private organizations. The Bundelkhand University offers degrees in basic sciences and professional courses while most colleges here are affiliated with the university. There are also many schools run in Jhansi by

private and government organizations where Hindi and English are used as the medium of instruction.

There are also two important research centers in Jhansi that work in research of Agro Forestry and Grasslands and Fodder. There are many excursions worth taking while in Jhansi. The Sukma-Dukma Dam offers scenic views and is about 45km from Jhansi. The Mata Tila Dam is also near Jhansi where you find a botanical garden here. The Deogarh temple near Jhansi offers the remains of a Gupta period Vishnu temple and numerous Jain temples.

Orchha is a medieval city famous for the Lord Ram temple while Daita is famous for Shri Peetambra Devi temple and the seven-storied palace built by Raja Bir Singh Ju Deo. Shivpuri is famous for its marble chhatris built by the Scindias. Madhav National Park here offers a big and beautiful lake with crocodiles and wildlife.

The Government Museum of Jhansi displays weapons, photographs, dresses and statues of the Chandela dynasty and a Gupta period picture gallery. The Rani Mahal, palace of Rani Laxmi Bai is now a museum with archeological remains of 9th to 12th centuries.

MEERUT

Meerut is one of the important towns of Uttar Pradesh where history states that it was part of the Hastinapur Empire of Kauravas of the Mahabharata. It was in the 19th century that the city became the catalyst of the Sepoy Mutiny of 1857 where the Meerut cantonment of 24th Native Infantry of British Army revolted against the grievances and shook the British Empire. Till date, the Cantonment still exists.

Meerut is also famous for the Hindu Muslim riots that take place here now and then. However despite ending in the eyes of the storm every now and then, Meerut always forgets the past and moves forward. This is why it is now a major commercial town of North India and one of the largest centers of smelting and agriculture works found in India. It is also the largest producer of sports goods and musical instruments in India.

Meerut boasts of many historical and heritage sites around town; which have to be visited with private cabs. Sardhana is famous for its Catholic Church built by Begum Samru.

Hastinapur is the capital of Kauravas of the Mahabharata. However today this place is more famous for the Jain temples found here. Some temples found here are the Shwetambar temple, the Digambara temple and the old pandeshwar temple.

The IIT Roorkee is about 70km from Meerut which was first referred to as the Thomason College of Civil Engineering in 1847 by British. It was in 1949 that it was re-christened as University of Roorkee and is today one of the premier institutes in the world that is a frontrunner in higher technical education and applied research. It was with the issuing of the ordinance by the Government of India on September 21, 2001 that this university was declared India's seventh Indian Institute of Technology.

Meerut is also famous as a supplier of sports goods to the world; in fact, it is one of the top cities the produce and export sports goods in Asia. Meerut is famous for its sweet shops too; don't forget to try the Revri and Gazak when in Meerut. There has also been a spurt in modern malls and commercial complexes around the city recently, making Meerut a great place for both traditional and commercial shopping.

SAHARANPUR

Saharanpur is a famous but small city of Uttar Pradesh. It is famous for its wood carving all over the world and it got its name by the name of Sufi saint, 'Shah Harun Chisti' in 13th century. The climate here is similar to that of Uttar Pradesh; but its proximity to hills makes the difference here.

Saharanpur is famous for its sugar industry because of its large production of sugarcane. The other industries found in Saharanpur are its paper, paper-board and wood craft industry. The reason for these industries being popular in Saharanpur is the thick forests covering Saharanpur and the Shivalik range that provides the wood for the industries.

People in Saharanpur have always been involved in the wood industry where more than 4 lakh people are directly or indirectly involved with the industry. 90% of the artisans found here are Muslims where the wood carving craft here is greatly influenced by Kashmiri designs. The artisans here are experienced in jail and lattice work and produce carved and trellis patterns with fret saws to create room dividers, Saharanpur screens and door frames.

There are many places worth visiting when in Saharanpur. The Company Garden is a beautiful botanical garden that is one of the oldest in India. It is second only to the Calcutta Gardens in term of national significance and its contribution to science and economy. The Ambedkar Park which was founded by Chief Minister Mayawati, is also worth a visit when in Saharanpur.

There is a Mela organized every year in September, the Gughal Mela. You can also make a visit to many beautiful and historical temples when in the city. The Bhuteshwar Temple, Laxmi Narayan temple, Bagheshwar temple, Jainbagh, Balaji temple, Jama Masjid, Sai Baba Dham Pataleshwar temple and Patheshwar temple are all temples that have to be visited when you are in Saharanpur.

AYODHYA

Ayodhya is part of Uttar Pradesh, and is the land of Lord Rama. Ayodhya is the town where Raja Ram was born and had grown up to become Maryada Purushottam; the most revered man. In addition to this, Ayodhya is also the place where lord Rama was exiled and the place he was bestowed with kingdom on returning after vanquishing evil.

However since a few decades, Ayodhya has remained in the eyes of a storm because of the 5 century old Babri Masjid mosque. Born again Hindus in Ayodhya claim that the mosque was built after pulling down the existing temple where lord Rama was born. It was in 1992 when the situation became worse with RSS, VHP and other groups pulled down the mosque. This led to communal riots throughout India where thousands were killed.

However despite this communal frenzy, Ayodhya is a place that invokes inspiration among Indians while cutting across religious lines. There are many tourist attractions found all over the town, which are mainly religious and visited by thousands of pilgrims every year. There are also quite a few Jains who visit Ayodhya, as against popular belief.

The hanuman Garhi temple is located in the center of Ayodhya and has to be visited when in Ayodhya. This is because the temple is important not only for religion, but also because of architecture. There is a massive structure that is shaped like a four sided fort having circular bastions on each of its corners.

The Jain shrines of Ayodhya mark the place of birth of 5 of his Tirthankaras. It was Kesari Singh, the treasure of Nawab of Faizabad who had built these five shrines to commemorate the birthplace of these Tirthankaras which are dated 1781.

Kanak Bhawan is found near Hanuman Garhi and is visited by thousands of tourists every year. This temple is famous for lord Rama and Sita wearing gold crowns; which is also the reason for the temple being popularly referred to as Sone-da-ghar. The Nageshwarnath temple is also famous in Ayodhya.

It is found amidst the many 'Matths' and 'Akhadaras' found in Ayodhya; and is said to have been established by Raja Kush, the younger son of lord Rama. Shivarathri is celebrated here with pomp and splendour. Ramkot is the most frequented religious site of Ayodhya as the ancient citadel of Ramkot is found on an elevated ground on the western part of the city. This is where lord ram's fort once existed.

AGRA

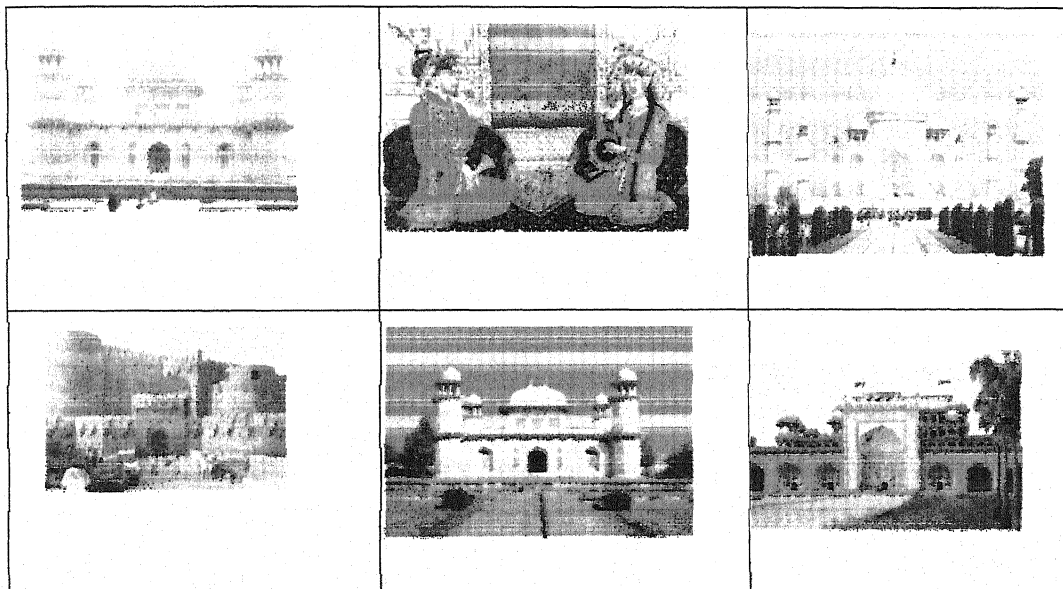
Perhaps no other historical monument has evoked as much awareness and admiration from tourists and travellers alike, as the magnificent Taj Mahal - fondly called by people as the ultimate requiem of love, from a great Mughal Emperor to his beloved. So overwhelming is the exquisite beauty and presence of this marble mausoleum that centuries later today, even the very land where it has been located - Agra - has been immortalised as the City of the Taj. Yet, it doesn't take much for the roving eye to discover that there's more to Agra than just the fabled Taj Mahal. The city is a virtual gateway to a world of discovery... a freeze-frame from a resplendant era that's long since gone by. In the great epic 'Mahabharat' the region of Agra is described as 'Agraban' (an integral part of the Brij Bhumi or the land of Lord Krishna). The latter part of Indian history outlines the origins of Agra to 1475 A.D., when the reign of Raja Badal Singh.

However, Agra came into limelight during the rule of Afghan King Sikandar Lodhi - who had made it the capital of his empire. Later in 1526 A.D., the Mughal Emperor Babar took upon himself the task for rendering Agra, a unique character and beauty of its own. The visionary that he was and a great patron of the arts, Emperor Babar brought in a change in

the culture and life-style among the people of Agra, which then brought forth some of the finest craftsmen, artists, statesmen, warriors and nobility, this part of India had ever witnessed. The golden age of Agra's history, thus began to set in.

The next few hundred years of Agra witnessed the rise of the pomp and pageantry of three great Mughal monarchs - Emperor Akbar, Jehangir and ShahJahan - all of whom lavished on this fabled city, their love and riches immeasurable to transform the land into one of the great centers of art, culture, learning and commerce.

Figure 3.10
Glimpses of Agra



Much of the city's impressive past lives in evidence even today, in the haunting presence inside the monuments, the majesty of the buildings, the exquisite arts and crafts and not to forget, the lure of an exceptional cuisine... all, cherished as priceless legacies of a nostalgic past. The older city of Agra has impressively retained much of its resplendent history... captivating every visitor with fond memories to take back home. Today, luxury and modern convenience also exist adjacent to tradition - luxury hotels, shopping malls and plazas, wide avenues and a superb choice of venues for recreation, business, sports, pleasure, education and the arts.

Taj Mahal

Taj Mahal was built by a grief stricken Emperor Shahjahan as a memorial to his beloved wife Mumtaz Mahal. A world-renowned wonder, Taj Mahal sits pretty on the northern side of this green paradise. It looks the same from all the four sides! The Quranic inscriptions on its four entrances are carved in such subtle increase in size that may appear to be of the same size from top to bottom! Shahjahan invited master craftsmen from as far as Italy and Persia to help design his ambitious tribute to love.

The Taj Mahal is phenomenal not in the beauty alone that shines forth, but in the deep planning and design that went into its making, and the ethereal idea of immortalizing love. Delicate carvings in marble vie with gorgeous pietra dura for attention. Lapis, Lazuli, Carnation, Mother of pearl, Agate and Emerald are inlaid in floral and geometrical patterns in the marble itself. This enchanting mausoleum, on the bank of river Yamuna started in 1631 it took 22 years to complete with the help of an estimated 20000 workers.

The Agra Fort

The great Mughal Emperor Akbar commissioned the construction of the Agra Fort in 1565, A.D. although additions were made till the time of his grandson Shahjahan. The forbidding exteriors of this fort hide an inner paradise. There are a number of exquisite buildings like Moti Masjid - a white marble mosque akin to a perfect pearl; Diwan-Am, Diwan-E-Khaas, Musamman Burj - where Shahjahan died in 1666 A.D. Jahangir's Palace; Khaas Mahal and Shish Mahal.

Chini Ka Rauza

Mausoleum of Shahjahan's prime minister (and Persian poet) Afzal Khan built in 1635, exhibits fine use of glazed tiles. A certain raiser to an exotic Persian art style, which finds itself a home in Agra.

Taj Natural Walk

A beautiful natural forest cover spread over 70 hectares of area just 500 mts away from the eastern gate of Taj Mahal . An excellent view of the Taj can be found from the different mounds of the park. Flora & Funa of different species are found here.

Radhaswami Samadhi, Dayalbagh

Dayalbagh, a tribute to the founder of Radha Swami faith. Devout followers believe the service, purifies the soul. At Dayalbagh their services bears fruit in an edifice as spectacular as the Taj Built in white and colour marble, it is continuously being decorated for 100 years now with extra-ordinary feats in stone and gems.

Ram Bagh

One of the earliest Mughal gardens, it was laid out by Emperor Babur, the founder of Mughal dynasty. It is said that babur was temporarily buried here before it was taken to Kabul in Afghanistan.

Mehtab Bagh

Mehtab Bagh is located on the left bank of river Yamuna opposite to the Taj Mahal. The garden complex is a huge square measuring approximately 300m X 300m and in straight alignment with the Taj Mahal. The exevation has revealed a huge octagonal tank on the southem periphery : baradaris or pavilion on the east and west: a small octagonal tank at the center and a gateway at the northern wall. Distance -12 Km

Itmad Ud Daulah: (Baby Taj)

This exquisite marble tomb was made by Emperor Jahangir's queen, Nurjahan , in the memory of her father Mirza Ghias Beg during 1622-1628 A.D. Built entirely of white marble and inlaid with semi-precious stones, their mausoleum on the bank of the Yamuna River, exhibits a strong Persian influence.

Sikandra

It is the mausoleum of Emperor Akbar. It represents his philosophy and secular outlook, combining the best of Hindu and Muslim architectures in a superlative fusion. Completed in 1613 A.D., it is one of the well preserved monument.

Mariyam's Tomb

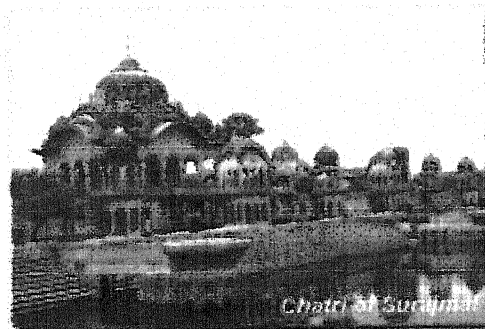
This unique tomb in red sandstone was built in 1611 A.D. in memory of Emperor Akbar's wife Mariyam Jamani. The tomb has some exceptional carvings.

Jama Masjid

The building with rectangular open forecourt was constructed in 1648A.D. by Shahajahan's daughter, Jehanara Begum in memory of the famous Shaikh Salim Chisti and his grandson Islam Khan of particular importance is its wonderful assimilation of Iranian architecture.

Braj

Brajbhoomi - the land where Lord Krishna was born and spent his youth, has today little towns and hamlets that are still alive with the Krishna- legend and still redolent with the music of his flute. Mathura, a quiet town on the



River Yamuna was transformed into a place of faith after Lord Krishna was born here. Vrindavan, a village - once noted for its fragrant groves, is where he spent an eventful youth. There are numerous other little spots in the area that still reverberate with the enchantment of Lord Krishna.

The city of Mathura, in Uttar Pradesh, the nucleus of Brajbhoomi, is located at a distances of 145 km south- east of Delhi and 58 km north-west of Agra. Covering an area of

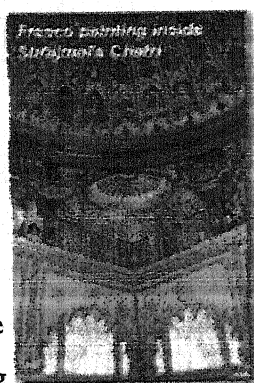


about 3,800 sq. km. today, Brajbhoomi can be divided into two distinct units - the eastern part in the trans-Yamuna tract with places like Gokul, Mahavan, Baldeo, Mat and Bajna and the western side of the Yamuna covering the Mathura region that encompasses Vrindavan, Govardhan, Kusum Sarovar, Barsana and Nandgaon.

The land of Braj starts from Kotban near Hodel about 95 km from Delhi and ends at Runakta which is known specially for its association with the great poet Surdas, an ardent Krishna devotee.

The embodiment of love

Revered as the most endearing of the Hindu gods, Shri Krishna is fondly remembered for his charm, his mischievous pranks and his extraordinary exploits. As the charioteer and preceptor to Arjun in the famous battle of Kurukshetra, he revealed to the world the supreme truths of life. Shri Krishna, an incarnation of Lord Vishnu, was born in the Dwapara Yuga as the eighth son of the Yadava prince Vasudev and his wife Devaki. To save him from his maternal uncle Kansa wrath, the infant Krishna was spirited away soon after birth to Gokul, the village of the gopas (cowherds) in Braj. It was here that he grew to manhood, in the tender care of his foster parents Nand and Yashoda in the happy company of the cowherds.



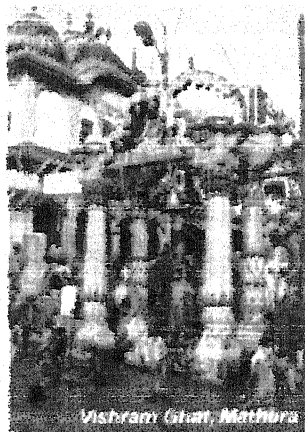
Mathura

A long line of picturesque ghats - with their steps leading to the water's edge, arched gateways and temple spires extending along the right bank of the River Yamuna, emphasis the sacred character of the town of Mathura. The birth place of Lord Krishna, "the best known, best loved and most complex of Lord Vishnu's manifestations" - Mathura is today an important place of pilgrimage. The city stretches along the right bank of the Yamuna and the continuous line



of ghats along the river makes a splendid spectacle when viewed from the opposite bank.

Today, Mathura is a city of temples and shrines abustle with the thousands of devotees who come to visit the city of Lord Krishna. A splendid temple at the Katra Keshav Dev marks the spot that is believed to be the Shri Krishna Janmasthan - the birthplace of the Lord, by his devotees. Another beautiful shrine, the Gita Mandir, located on the Mathura - Vrindavan Road has a fine image of Shri Krishna in its sanctum. The whole of the Bhagwad Gita is inscribed on the walls of this temple.



The most popular shrine at Mathura is the Dwarikadhish Temple to the north of the town, dedicated to Shri Krishna. This was built in 1815 by a staunch and wealthy devotee, Seth Gokuldas Parikh, Treasurer of the State of Gwalior.

There are about 25 ghats in Mathura today, of which the most important is the Vishram Ghat. Where according to legend, Shri Krishna took his rest after killing Kansa.



It is at Vishram Ghat that the traditional parikrama (circumbulation of all the important religious and cultural places of the city) starts and ends. The 12 ghats to the north

of Vishram Ghat include the Ganesh Ghat, Dashashwamedh Ghat with its Neelakantheshwar Temple, Saraswati Sangam Ghat, Chakratirtha Ghat, Krishnaganga Ghat, Somatirth or Swami Ghat, Ghantagharan Ghat, Dharapattan Ghat, Vaikuntha Ghat, Navtirtha or Varahkshetra Ghat, Asikunda ghat and Manikarnika Ghat. To the south, there are 11 ghats - the Guptatirth Ghat, Prayag Ghat marked by the Veni Madhav Temple, Shyam Ghat, Ram Ghat, Kankhal Ghat, the site of the Janmashtami and Jhula festivals, Dhruva ghat, Saptrishi Ghat, Mokshatirth Ghat, Surya Ghat, Ravan Koti Ghat and Buddha Ghat.

The Vishram Ghat is lined with elegant temples and some of Mathura's most important shrines are found here - the Mukut Temple, Radha-Damodar, Murli Manohar,

Neelkantheshwar, Yamuna-Krishna, Langali Hanuman and Narasimha temples. The baithak of the great Vaishnava Saint, Shri Chaitanya, is also near by.

The aarti held at the Vishram Ghat each evening is not to be missed, for the little oil lamps that are floated on the river set the placid water as sparkle with a myriad flickering lights.

No pilgrimage to Mathura is complete without a visit to its kunds. Tradition has it that there were 159 ancient kunds in all. Of these only four survive and can be seen. There is the elegant shiv Tal, the more famous Potara Kund associated closely with Lord Krishna besides the Balbhadra and Saraswati kunds.

The town has a number of Shaivite temples as well. The chief among them being the Bhuteshwar Mahadev Temple to the west of the town, the Gokarneshwar Temple in the north, the Rangeshwar. Mahadev Temple to the south and the Pipaleshwar Mahadev Temple to the east.

Places of Interest

Lying on the northern bank of the River Yamuna is the Kans Qila, now mostly in ruins. An observatory, akin to the Jantar Mantar at Delhi, was built here at a later date by Maharaja Sawai Jai Singh (1699-1743) of Amer.

Sati Burj, 17 mt. high, built of red sandstone in 1570 AD, is a slim tower which commemorates the death of a noble lady - widow of Raja Bihari Mal of Amer who committed sati. The four storeyed tower was erected by Raja Bhagwan Das on the right bank of the Yamuna at Sati Ghat

The Jama Masjid with its four lofty minarets and bright mosaic, built in 1661 AD, is also a must see.

The **Government Museum, Mathura** originally founded by F.S. Growse in 1874, is today one of the leading centres for research, study and the preservation of Mathura's splendid heritage of art. The museum housed in a fine octagonal, red sandstone building, located at Dampier Park, has the largest collection of Kushana sculptures in the country.

The Museum has also fine collections of stone sculpture and terracotta, gold, silver and copper coins, clay seals, ancient pottery, paintings and bronzes.

Fairs & Festivals

The little town comes alive with colourful festivals throughout the year. The Rang Gulal Mahotsav, held annually, celebrates Holi in an exuberant fashion. During the festival of colour which heralds the onset of spring. Several classical and folk artistes render enthralling performances.

Janmashtami, the birthday of Shri Krishna is celebrated with great pomp and splendour throughout Braj. The Raaslila is enacted recreating the many legends of Shri Krishna's life - his exploits and his amorous dalliances with the gopies. Ceremonies in the temples at midnight include the bathing of the image of infant Krishna which is then placed in a silver cradle. Songs of devotion are sung and toys offered for the amusement of the divine child. Thousands gather to offer their prayers and Mathura is astir with their devotion and celebrations.

The important fairs and festivals of the town include :

Table 3.5
Fairs & Festivals of Mathura

Rath-ka-Mela	Vrindavan	March
Guru Purnima (Muria Puno)	Govardhan	July
Hariyali Teej	Braj Mandal	July
Janmashtami	Braj Mandal	August/September
Radha Ashtami	Barsana, Gokul	August
Annakut	Goverdhan, Mathura	Sept./Oct.
Yam Dwitiya	Vishram Ghat	Sept./Oct.
Kansa Vadh		Sept.
Holi	Braj Mandal	Feb./Mar.
Latthmar Holi	Nandgaon	Feb./Mar. (Phalguna Shukla 9 & 10)

Braj Parikrama

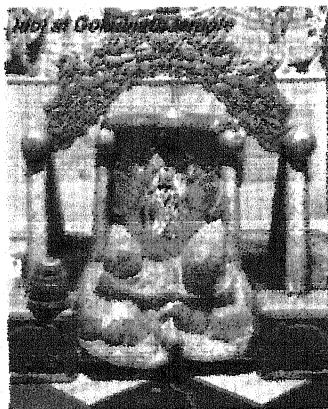
The Rainy month of Bhadon, the month when the Lord Krishna was born, is a time of colourful celebrations. The famous Braj Parikrama - a pilgrimage of all the places in Braj

that associated with Shri Krishna, is undertaken. Traditionally, the Chaurasi kos (84 kos) pilgrimage of Braj Mandal, with its 12 vanas (forests), 24 upvanas (groves), sacred hill Govardhan, divine River Yamuna and numerous holy places along its banks, is undertaken annually by lakhs of devotees from all over the country.

The Yatra extends to Kotban to the north of Mathura, to Nandgaon, Barsana and the Govardhan Hill to the west and South-west of the city and to the banks of the Yamuna to the east, where the Baldeo Temple is located. Colourful melas and performances of the Raaslila (a depiction of the exploits of Shri Krishna) are distinctive to this festive period.

Gokul

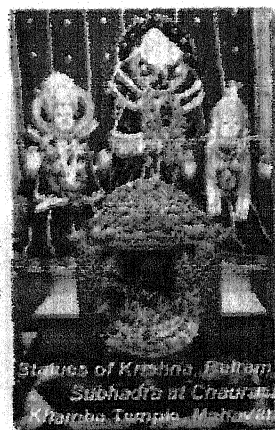
The most celebrated of Shri Krishna's abode, Gokul lies to the west of Sadabad, 1.6 km from Mahavan and 15 km south-east of Mathura, on the Mathura - Etah metalled road. It was here that Lord Krishna was brought up in secrecy by Yashoda, in the pastoral beauty of this village on the banks of the Yamuna.



Gokul attained importance during the time of Vallabhacharya (1479-1531) when it became a major centre of the Bhakti cult. The three oldest temples in the place are those dedicated to Gokulnath, Madan Mohan and Vitthalnath, said to have been built around 1511. The other temples include those of Dwarika Nath and Balkrishna in the shrines which were built in the honour of Lord Mahadeo in 1602 by Raja Vijai Singh of Jodhpur.

The celebration of Janmashtami in August is unparalleled for its gaiety and melas are constant attraction here. Other festivities celebrated with traditional fervour include the Janmotsav in Bhadon, the Annakut festival and Trinavat Mela held on the fourth day of the dark half of Kartik month.

Important sites worth visiting in Gokul include the Gokulnath Temple, Raja Thakur Temple, Gopal Lalji Temple and the Morwala Temple.

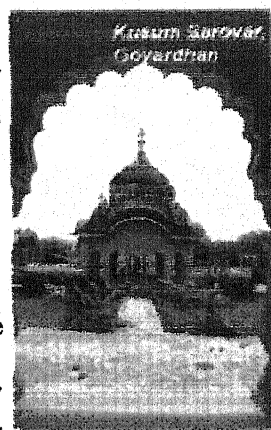
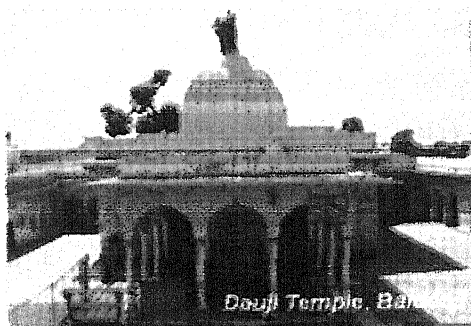


Mahavan

Around 18 km from Mathura, lying on the left bank of the River Yamuna, is the large shrine of Mathuranath. It is famed for its Chaurasi Khambha (eighty four pillars). The palace of Rohini, the mother of Baldeo is now the Chhathi-Palana Temple. Other important shrines include, the Shyamlaji Temple, the Yogmaya Temple, Tranairatri Temple and the Mahamall Rai Ji's palace.

Baldeo

Baldeo is 20 km south-east of Mathura and 8.5 km south - east of Mahavan on the road to Sadabad. It derives its name from the famous temple dedicated to Balram, the elder brother of Lord Krishna. It was built by Shyam Das of Delhi 200 years ago. The main image in the sanctum is that the Baldeo or Balram with his spouse Revati. Near by is the brick lined tank, the Khir Sagar or Balbhadra Kund, from where the original image housed in the temple was found.



Govardhan

Govardhan is situated 26 km west of Mathura on the state highway to Deeg. A famous place of Hindu pilgrimage, Govardhan is located on a narrow sandstone hill known as Giriraj which is about 8 km in length. The young Lord Krishna is said to have held Giriraj up on the tip of a finger for 7 days and nights to shield the people of Braj from the deluge of rain sent down by Lord Indra.

Govardhan is set along the edge of a large masonry tank known as the Mansi Ganga, which is believed to have been brought into existence by the operation of the divine will. Its enclosures were built by Raja Bhagwan



Das of Amer in 1637 and embellished by Raja Man Singh, who built a long flight of steps leading up, from the end of the tank. Close by is the famous red sandstone temple of Haridev and the Kusum Sarovar with exquisitely carved chhatris - the cenotaphs of the members of the royal family of Bharatpur, who perished whilst fighting against the British in 1825. Towards the south is the beautiful chhatri of Raja Surajmal of Bharatpur. Fine frescoes - illuminating the life of Surajmal, vividly depict darbar and hunting scenes, royal processions and wars.

Barsana

Barsana, 50 km to the north-west of Mathura and 19 km north-west of Govardhan, is situated at the foot of a hill that is named after Brahma. Barsana was once the home of Radha-Rani, Krishna's beloved and consort.

Temples dedicated to the divine couple ornament the four elevations of the hill. The main among them is the Radha-Rani Temple, more fondly referred to as the Ladliji Temple. The most beautiful temple at Barsana, it was built by Raja Bir Singh Ju Deo of Orchha in 1675. The new marble temple adjoining it is a later addition. The other three shrines are the Man Mandir, Dargah and Mor-Kutir temples. The area between the hill housing the Radha-Rani Temple and the adjoining one, is known as the Sankari-Khor. This is the venue of the annual fair held in the month of Bhadon (July-August).

The birth anniversary of Radha-Rani is celebrated on the ninth day of the bright half of Bhadrapad (July-August) at the Mor-Kutir Temple which was built about 300 years ago. Women celebrate the occasion by giving laddus to the peacocks - to symbolize the serving of sweets by Radha to Lord Krishna.

Some of the ancient tanks also survive which can be seen, the Prem Sarovar, Roop Sagar, Jal Mahal and the Bhanokhar Tank.

Barsana is also famous for its 'Latthmar' Holi-celebration of the festival of colour that is unique to this town.

Nandgoan

Nadgaon lies 8.5 km north of Barsana on the metalled road to Mathura (56 km). According to tradition, it was the home of Shri Krishna's foster father, Nand. On the top

of the hill is the spacious temple of Nand Rai, built by the Jat ruler Roop Singh. The other temples here are dedicated to Narsingha, Gophinath, Nritya Gopal, Girdhari, Nand Nandan and Yashoda Nandan which is located half way up the hill. A little beyond is the Pan Sarovar, a large lake with masonry ghats along its sides. Legend has it, that this was the place where Shri Krishna used to take his cows for water. Not far away is the Kadamb grove called Udhoji - Ka- Kyar.

Radhakund

Just 5 km north of Govardhan and 26 km west of Mathura, Radhakund is a large lake, where Shri Krishna is said to have killed Arista - the bull demon. To commemorate this event, every year on the 8th day of the dark half of the month of Kartik (Oct./Nov.), a large fair is held here.

Vrindavan

Vrindavan, just 15 km from Mathura, is another major place of pilgrimage. It is noted for its numerous temples - both old and modern. The name Vrindavan evokes the playfulness and lovable characteristics of Shri Krishna. This is the wood where he frolicked with the gopis and tenderly wooed Radha.

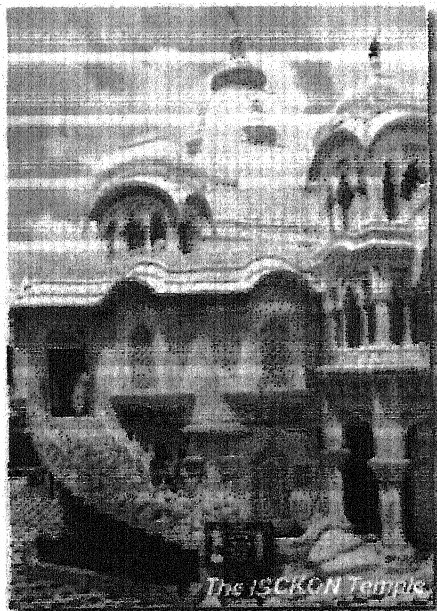
Vrindavan today, is noted for its numerous temples.

The most important are :

The Madan Mohan Temple located near the Kali Ghat which was built by Kapur Ram Das of Multan.

This is the oldest existent temple in Vrindavan

today. The temple is closely associated with the saint Chaitanya. The original idol of Lord Madan Gopal was shifted from the shrine to Karauli in Rajasthan for safe keeping, during Aurangzeb's rule. Today, replica of the image is worshipped at the temple.

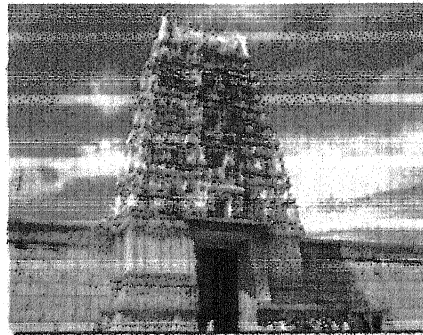


The Banke Bihari Temple built in 1864 is the most popular shrine at Vrindavan. The image of Banke Bihari was discovered in Nidhi Vana by Swami Haridas Ji, the great Krishna devotee, belonging to the Nimbarka sect.

The famous Radha Vallab Temple set up by the Radha-Vallab sect, has the crown of Radha-Rani placed next to the Shri Krishna idol in the sanctum.

The Jaipur Temple which was built by Sawai Madhav Singh, the Maharaja of Jaipur in 1917, is a richly embellished and opulent temple. The fine hand - carved sandstone is of unparalleled workmanship. The temple is dedicated to Shri Radha-Madhav.

The Shahji Temple, another popular temple at Vrindavan, was designed and built in 1876 by a wealthy jeweller, Shah Kundan Lal of Lucknow. The deities at the temple are popularly known as the Chhote Radha Raman.



Noted for its magnificent architecture and beautiful marble sculpture, the temple has twelve spiral columns each 15 feet high. The 'Basanti Kamra' - the darbar hall is famed for its Belgian glass chandeliers and fine paintings.

The Rangaji Temple, built in 1851, is dedicated to Lord Ranganatha or Rangaji depicted as Lord Vishnu in his Sheshashayi pose, resting on the coils of the sacred Shesha-nag. The temple built in the Dravidian style has a tall gopuram (gateway) of six storeys and a gold plated Dhawaja Stambha, 50 feet high. A water tank and a picturesque garden lie within the temple enclosure. The annual festival of Jal Vihar of the presiding deity is performed with great pomp and splendour at the tank. The temple is also famous for its 'Brahmotsav' celebration in March-April, more popularly known as the 'Rath ka Mela'. The ten day long celebrations are marked by the pulling of the rath (the chariot car) by the devotees from the temple to the adjoining gardens.



The Govind Deo Temple was once a magnificent seven storeyed structure built in the form of a

Greek cross. It is said that the Emperor Akbar donated some of the red sandstone that had been brought for the Red Fort at Agra, for the construction of this temple. Built at the astronomical cost of one Crore rupees in 1590 by his general Man Singh, the temple combines western, Hindu and Muslim architectural elements in its structure.

The Shri Krishna-Balram Temple built by the International Society for Shri Krishna Consciousness (ISKCON), is one the most beautiful temples in Vrindavan today. The principal deities of this temple are Shri Krishna - Balram and Shri Radha - Shyam Sundar. Adjoining the temple is the samadhi of Shri Prabhupada, the founder of the ISKCON sect, built in pure white marble.

Other places of interest include the Sriji Temple, Jugal Kishore Temple, Kesi Ghat, Lal Babu Temple, Raj Ghat, Meera Bai Temple, Imli Tal, Kaliya Ghat, Raman Reti, Varah Ghat and Chir Ghat.

The Seva Kunj is where Lord Krishna once performed the Raaslila with Radha Rani and the Gopis and Nidhi Van where the divine couple rested. The samadhi of Swami Haridasji is situated here.

The Sri Radha Shyam Sundar Temple situated at Parikrama Marg, Vrindavan, was built by Sri Anand Swaroop Kela in 2001. The principal deities of this temple are Sri Radha Shyam Sundar Ji, Sri Ved Bhagwan Ji, Sri Agam Bhagwa and Sri Gopeshwar Mahadev

Lyrical expressions of Braj culture

Sanjhee : This is the colourful art of decorating the ground with flowers. The story goes that Shri Krishna in order to please Radha, decorated the floor with flowers one evening and thereafter this art was known as Sanjhee.

Raaslila : According to the Bhagwat Purana, Shri Krishna along with the gopis had danced the Raas on the banks of the Yamuna at Vrindavan. When the gopis felt conceited about Lord Krishna dancing with them, he disappeared from their midst. In the agony of separation from the beloved Krishna, the gopis recalled and enacted his lilas (divine episodes of his life) which in course of time came to be known as the Raaslila. The Raaslila in its present form is ascribed to Swami Haridas and Shri Narayan Bhatt. Only young Brahmin boys of 13 to 14 years of age can perform the Raaslila. The charming childhood pranks of Shri Krishna constitute the main theme of these dramas.

Charkula : This is a traditional folk dance of Braj, where a female dancer balances a column of lighted lamps over her head while dancing. The charkula, a tapered wooden column with four to five circular tiers has earthen lamps on each level. The number of lamps can range from 51 to 108 at times. The dancer with her face veiled, moves with swift, graceful movements while balancing the 40 to 50 kilogram charkula on her head. A dramatic dance that is visually attractive, it is performed on the Dooj of Holi, to the accompaniment of Rasiya songs rendered by the menfolk.

Rasiya : This is the rich tradition of folk-songs that is found in the Braj area. Rasiya songs describe the love of the divine couple Radha and Shri Krishna. It is an inseparable part of the Holi celebrations and all other festive occasions at Braj. The Rasiya is sung to the rhythm of huge drums, locally known as bumb.

Sangam : Around 7 km from Civil Lines, overlooked by the eastern ramparts of the fort, wide flood plains and muddy banks protrude towards the sacred Sangam. At the point at which the brown Ganges meets the Greenish Yamuna, pandas (priests) perch on small platforms to perform puja and assist the devout in their ritual ablutions in the shallow waters. Beaches and ghats are littered with the shorn hair of pilgrims who come to offer pind for their deceased parents.

Boats to the Sangam, used by pilgrims and tourists alike, can be rented at the ghat immediately east of the fort, for the recommended government rate of Rs 12 per head.

However, most pilgrims pay around Rs 36 and you can be charged as much as Rs 150. Official prices for a whole boat are between Rs 100 and Rs 120 but can soar to more than Rs 250 during peak seasons. On the way to the Sangam, high-pressure aquatic salesmen loom up on the placid waters selling offerings such as coconuts for pilgrims to discard at the confluence. Once abandoned, the offerings are fished up and sold on to other pilgrims – a blatant if efficient form of recycling.



The sacred Sangam is the confluence of three of the holiest rivers in Hindu mythology – Ganga, Yamuna and the mythical Saraswati. At the Sangam, the waters of the Ganges and the Yamuna can be distinctly seen to merge into one. It is during the Kumbh/Ardh Kumbh that the Sangam truly comes alive ... attracting the devout from all across the country.

The holy Sangam is the site for Annual Magha Mela/Ardh Kumbh/Kumbh Mela. Boats are available for visitors.

Table 3.6
Holy Dip Schedule

Sl.No	Name of Festival	2009 (Magh Mela)	2010 (Magh Mela)	2011 (Magh Mela)	2012 (Magh Mela)	2013 (Mahakumbh)
1	Paush Purnima	11 January	31 December 2009	19 January	09 January	27 January
2	Makar Sankranti	14 January	14 January	14 January	14 January	14 January
3	Mauni Amawasya	26 January	15 January	03 February	23 January	10 February
4	Basant Panchami	31 January	20 January	08 February	28 January	15 February
5	Maghi Poonima	9 February	30 January	18 February	07 February	25 February
6	Maha Shivratri	23 February	12 February	03 March	20 February	10 March

Kumbh Mela

Hindus traditionally regard river confluences as auspicious places, more so the the Sangam at Allahabad, where the Yamuna and the Ganges meet the River of Enlightenment, the mythical Saraswati.

According to legend, Vishnu was carrying a kumbh (pot) of amrita (nectar), when a scuffle broke out between the gods, and four drops were spilled. They fell to earth at the four tirthas of Prayag, Haridwar, Nasik and Ujjain (tirtha means "ford of a river", a place where the devout can cross from



this finite world into divine celestial realms. The event is commemorated every three years by the Kumbh Mela, held at each tirtha in turn; the Sangam is known as Tirtharaja,

the "King of Tirthas", and its Mela, once every twelve years, is the greatest and holiest of all.

The Maha Kumbh Mela - the "Great" Kumbh Mela - is the largest religious fair in India, attended by literally millions of rejoicing the vast floodplains and river banks adjacent to the confluence are overrun by pilgrims, tents, organized in almost military fashion by the government, the local authorities and the police. The mela is especially renowned for the presence of an extraordinary array of religious ascetics - sadhus and mahants - enticed from remote hideaways in forests, mountains and caves. Once astrologers have determined the propitious bathing time or Kumbhayog, the first to hit the water are legions of Naga Sadhus or Naga Babas, the ferocious-looking members of the "snake sect" who cover their naked bodies with ash, and wear hair in long dreadlocks. The sadhus, who see themselves as guardians of the faith, approach the confluence at the appointed time with all the pomp and bravado of a charging army. The next Maha Kumbh Mela is due to take place in 2001.

Allahabad Fort

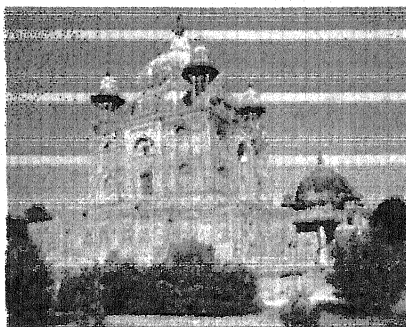
The massive fort built by emperor Akbar in 1583 A.D., the fort stands on the banks of the Yamuna near the confluence site. In its prime, the fort was unrivalled for its design, construction and craftsmanship. This huge, majestic fort has three magnificent galleries flanked by high towers. At present is used by the army and only a limited area is open to visitors. The magnificent outer wall is intact and rises above the water's edge. Visitors are allowed to see the Ashokan Pillar and Saraswati Kup, a well, said to be the source of the Saraswati river and Jodhabai Palace. The Patalpur temple is also here. So is the much revered Akshaya Vat or immortal Banyan tree.

Patalpuri Temple

Within this underground temple, inside the fort, lies the Akshaya Vat - or the immortal tree. Believed to have been visited by Lord Rama, the temple was also seen by the famous Chinese traveller and writer Hiuen Tsang during his visit to this place.

Ashoka Pillar

This gigantic Ashoka pillar, of polished sandstone stands 10.6 meters high, dating back to 232 B.C. The pillar has several edicts and a Persian inscription of Emperor Jahangir inscribed on it, commemorating his accession to the throne.



Akshaya Vat

The immortal tree within the Patalauri temple, has found mention in the description of several ancient scriptures, writers and historians. The tree stands in a deep niche above an underground shaft, which is said to lead to Triveni.

LUCKNOW

Lucknow, the capital of Uttar Pradesh, extends along the banks of the River Gomti. The creator of Lucknow as it is today was Nawab Asaf ud Daula. The city became known as a centre for Urdu poetry and courtly diction, and reached its acme during the reign of Wajid Ali Shah who was a connoisseur of music and poetry. It was during his reign that the British appropriated Awadh. Today, the city is dotted with remnants of its rich historic past.



Nawab Wajid Ali Shah

Lucknow is also known for its elaborate cuisine and 'Chikankaari' or exquisite shadow-work embroidery on fine muslin cloth.

Hussainabad Imambara

Near the Rumi Darwaza, this structure houses the tombs of Muhammad Ali Shah, its builder, and of his mother. Built



Chhota Imambara

between 1837 and 1842, it is also called the Chhota Imambara. It is approached through a fine garden.

The Imambara has a white dome and numerous turrets and minarets. The walls of the mausoleum are decorated with verses in Arabic. Chandeliers, gilded mirrors, colorful stucco, the King's throne and ornate tazia or replicas of the tombs at Karbala adorn the interior.

Shah Najaf Imambara

This white-domed structure derives its name from the town of Najaf, about 200 km south of Baghdad where the Imam Hazrat Ali is buried. It is situated on the right bank of the Gomti. In this mausoleum are buried the remains of Ghazi-ud-din Haider and his wives, including Mubarak Mahal, his European wife. The entrance leads to a beautiful garden. The silver tomb of Ghazi-ud-din Haider lies in the centre of the building and is flanked by the more imposing silver and gold tomb of Mubarak Mahal on one side, and another tomb on the other.



Dr. Ram Manohar Lohia Park

Dr. Ram Manohar Lohia Park is constructed by LDA in Gomtinagar, Lucknow. This park is devoted to Dr. Ram Manohar Lohia who was a great Socialist and Philosopher. This park is designed and constructed by Lucknow Development Authority and is spread over Eighty acres of land. An artificial lake is developed in the area of 15,000 Sq. Meters of land having one attractive tower in the park. The park is constructed under the norms and guidelines of ecology accordingly trees are planted all over in the garden.

VARANASI

Varanasi's prominence in Hindu mythology is virtually unrivalled. For the devout Hindu the city has always had a special place, besides being a pilgrimage centre, it is considered

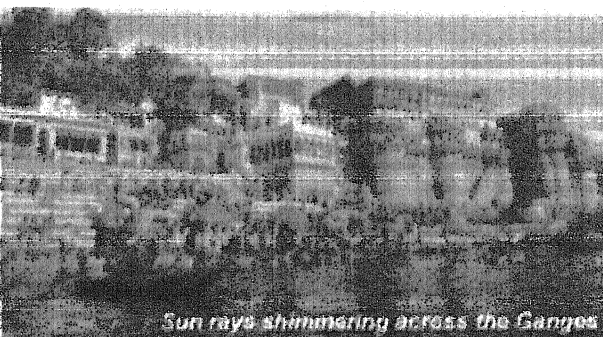
especially auspicious to die here, ensuring an instant route to heaven. The revered and ancient city Varanasi is the religious centre of the world of Hindus. A city where the past and present, eternity and continuity co-exist. Varanasi's prominence in Hindu mythology is virtually unrivalled. For the devout Hindu the city has always had a special place, besides being a pilgrimage centre, it is considered especially auspicious to die here, ensuring an instant route to heaven. The revered and ancient city Varanasi is the religious centre of the world of Hindus. A city where the past and present, eternity and continuity co-exist.

Each name carries an additional meaning in terms of the sacred symbolism of the city, with each defining a progressively decreasing arc starting and ending on the west bank of the Ganges. While the boundary of Kashi is delimited by the circular Panchakroshi Road, Varanasi is the main city, extending from Asi Ghat and circling around to the confluence of the Ganges and the Varuna. Yet a smaller area, defined as Avimukta, starts at Kedara Ghat in the south and ends at Trilochana Ghat. Most important of all is Antargriha, the "Inner Sanctum" around the Vishwanatha Temple, which encompasses Dashashwamedha Ghat, Surya Kund, the lingam of Bharabhuta, and Manikarnika Ghat. Another, later, interpretation suggests three sectors of khandas in the form of Shiva's trident, each centered around a temple – Omkara to the north, Vishvanatha in the centre and Kendra to the south.

A city which, since it is both an exalted place of pilgrimage and an idealized centre of faith, has been likened to Jerusalem and Mecca. According to the historians, the city was founded some ten centuries before the birth of Christ. The city is mentioned in Holy Scriptures like 'Vamana Purana', Buddhist texts and in the epic 'Mahabharata'. Mark Twain, the English author and litterateur, who was enthralled by the legend and sanctity of Banaras, once wrote: "Banaras is older than history, older than tradition, older even than legend and looks twice as old as all of them put together."

The city of Banaras is situated on the west bank of the holiest of all Indian rivers, the Ganga or Ganges. The relationship between the sacred river and the city is the essence of Varanasi - 'the land of sacred light'.

The Ganga is believed to have flown from heaven to wash away the worldly sins of the human race of mortal's. The life and activities in the city centre around the holy river. Life on the banks of the Ganga begins before



Sun rays shimmering across the Ganges

dawn when thousands of pilgrims - men, women and children - come down to the river to wait for the rising sun when immersion in the sacred river will cleanse them of their sufferings and wash their sins away

Along the water's edge, there are the burning ghats. The most sacred one is Manikamika, associated with Goddess Parvati, Lord Shiva's wife. The major shrine is the Vishwanath Temple the abode of Lord Shiva, the most important of the trinity, Brahma, Vishnu and Maheshwara, the Lords of this universe. Around this temple evolved the spiritual identity of Varanasi. The holy city within Banaras is thus called, Kashi, the luminous one or the city of the light.



Goddess Vinayaka

It is beside the holy waters of the Ganga that the activities for which Banaras is held sacred are performed. Everyday thousands of residents and pilgrims bathe, offer prayers to the elements, to the rising sun, and to their dead ancestors who have been carried away by these waters. What draws people to the river is an ingrained belief that these waters can absolve the sins of many generations.

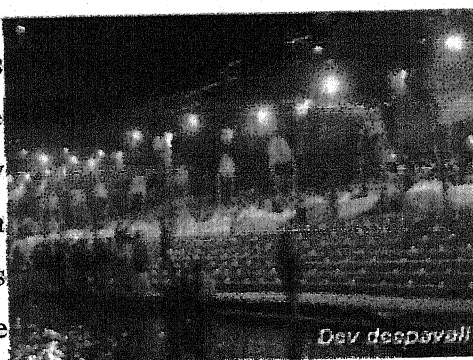
Everyone has their own way of celebrating the ritual contact with the holy Ganga: some bathe; other dip themselves entirely into the water once, thrice or any number of times; some drink the water; other make water offerings to the sun; while others fill their pots with holy water to take back to their homes to perform rituals and purification. The

offerings to the sacred waters vary. Pilgrims give flowers, fruits, lamps and their respectful prayers. On festival days and religious occasions the riverside is thick with their colorful bobbing up and down on the waters.

The land around Banaras is also held sacred since Shiva is believed to have lived here. There are thousands of temples at Benaras dedicated to different gods and goddesses, particularly to the deities of good fortune and prosperity-and to the sun and the planets. The most important are those that honor the diverse manifestations and attributes of Shiva. The major shrine at Banaras is the Vishvanatha Temple, devoted to Shiva, the Lord of the Universe.



The appearance of the pillar of light is said to have occurred at the site of Vishvanatha Temple. The holy city within Banaras is thus called Kashi 'The Luminous One' or the 'City of Light'. Light in Hindu philosophy has great meaning for it exemplifies the wisdom that destroys the darkness of ignorance. Sin and evil are understood to be the acts of ignorance. When wisdom is acquired, evil will disappear. Sin cannot be washed away by water or prayer but only by wisdom. Immortality is also reached through wisdom and understanding. So the City of Light is the City of Eternal Wisdom as well. To die in the city beside the river of life is to die with a promise



of redemption, a promise to be liberated from the endless cycle of life and death and reincarnation, and to gain moksha or eternal absolution. So for centuries thousands of people have come to Banaras to die and thousands have brought the ashes of the dead here to immerse them in the holy waters.

Banaras has always been associated with philosophy and wisdom. A place of learning for many years, the Banaras Hindu University carries on this tradition. The University

campus, to the south of the city, was built at the beginning of this century. Pundit Madan Mohan Malviya was instrumental in founding it. On campus is the Bharat Kala Bhavan Museum, which originated from the private collection of Rai Krishnadasa.

The Banaras region was administered by Hindu rulers for several hundred years until the 17th century, when it fell into the hands of the Mughals. As was the practice many buildings of the previous rulers and the religious structures of the Hindu and Buddhists were demolished during the wars of the conquest.

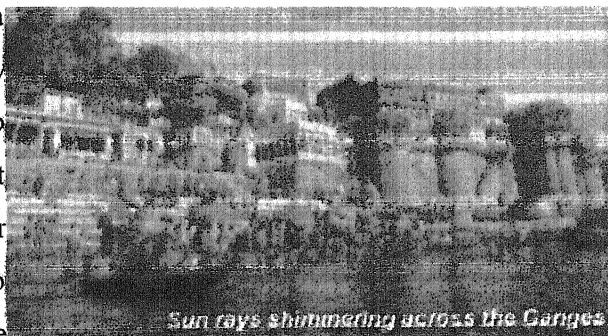
In Banaras we find many places where a temple once stood and where now mosque or some other structure stands. However, there is a little known farman, or royal decree, in the Bharat Kala Bhavan museum, which claims that Aurangzeb, the last great Mughal ruler, ordered his administrators to abstain from destroying any more temples. In succeeding years as Banaras continued to grow, the temples that were destroyed, were rebuilt or relocated.

Since Banaras is a pilgrimage centre, revered and honored throughout India, pilgrims come from all parts of the country to visit it. Some travel 2,000 kilometers to bathe in the Ganga and to honor their dead. Earlier pilgrims used to walk to Banaras on foot, and along the way visited other pilgrimages. The antiquity of Banaras is known not just by the archeological remains but by the diverse and varied literature of India

The inflow of pilgrims developed Banaras as a trade centre. Besides traders, crafts people also settled in Banaras. Today the city is renowned for its silk weavers, who prepare the finest types of woven silk fabrics. A Banaras silk sari or shawl is traditionally a single colored textile with motifs and patterns woven in gold or silver threads. The technique is intricate, the procedure complex and demands great expertise. As the warp and the weft are interwoven on the loom, small, often minute shuttles with gold thread are introduced to form the motif. When the design of the motif is completed, a knot is made and the gold thread cut. The weaving continues until the next design. The smaller the motif or the more intricate the design, the more complex the weaving skills required.

Silk weaving in Banaras is a cottage industry and in many areas of the city, especially the Muslim quarters, one can see looms at work all day. Entire families are involved, Children often pick up the art from the elders at an early age. There are shops in Banaras, and throughout India, that sell these fine silk fabrics.

At the clay-banked Asi Ghat, the southernmost in the sacred city, at the confluence of the Asi and the Ganges, pilgrims bathe prior to worshipping at a huge lingam under a peepal tree. Another lingam visited is that of Asisangameshvara, the "Lord of the Confluence of the Asi", in a small marble temple just off the ghat. Traditionally, pilgrims continued to Lolarka Kund, the Trembling Sun", a rectangular tank fifteen metres below ground level, approached by steep steps. Now almost abandoned, except during the Lolarka Mela fair (Aug/Sept), when thousands come to propitiate the gods and pray for the



Sun rays shimmering across the Ganges

birth of a son, Lolarka Kund is among Varanasi's earliest sites, one of only two remaining Sun sites linked with the origins of Hinduism. Equated with the twelve adityas or divisions of the sun, which predate the great deities of Modern Hinduism, it was attracting bathers in the days of the Buddha.

For centuries, pilgrims have traced the perimeter of the city by a ritual circumambulation, paying homage to shrines on the way. Among the most popular routes is the Panchatirthi Yatra, which takes in the Pancha, (five) Trithi



The ghats

(crossing) of Asi, Dashashwamedha, Adi Keshva, Panchganga and finally Manikarnika. To gain merit or appease the gods, the devotee, accompanied by a panda (priest), recites a sankalpa (statement of intent) and performs a ritual at each stage of the journey. For the casual visitor, however the easiest way to see the is to follow a south-north sequence either by boat

Much of the adjacent Tulsi Ghat – originally Lolarka Ghat, but renamed in the honour of the poet Tulsidas, who lived nearby in the sixteenth century – has crumbled. Continuing north, above Shivala Ghat, hanuman Ghat is the site of a new temple built by the ghat's large south Indian community. Considered by many to be the birth place of the fifteenth-century Vaishnavite saint Vallabha, who was instrumental in the resurgence of the worship of Krishna, the ghat also features a striking image of Ruru, the dog Bhairava, a ferocious and early form of Shiva.

Named for a legendary king said to have almost lost everything in a fit of self-abnegation, Harishchandra Ghat, one of the Varanasi's two cremation or burning ghats, is easily recognizable from the smoke of its funeral pyres.

Further north, the busy Kendra Ghat is ignored by pilgrims on the Panchatirthi Yatra. Above its steps, a red-and-white-striped temple houses the Kedareshvara lingam, an outcrop of black rock shot through with a vein of white. Mythologically related to Kedarnath in the Himalayas, Kedara and its ghat become a hive of activity during the sacred month of Sravana (July/Aug), the month of the rains.

Chauki Ghat to chausathi Ghat

Northwards along the river, Chauki Ghat is distinguished by an enormous tree that shelters small stone shrines to the nagas, water-

snake deities, while at the unmistakable Dhobi

(Laundrymen's) Ghat clothes are still rhythmically pulverized in the pursuit of purity.

Past smaller ghats such as Mansarovar Ghat,

named after the holy lake in Tibet, and Narada

Ghat, honouring the divine musician and sage,

lies Chausathi Ghat, where impressive stone

steps lead up to the small temple of the



Evening aarti at Kashi Vishwanath temple

Chausathi (64) Yoginis. Images of Kali and Durga in its inner sanctum represent a stage in the emergence of the great goddess as a single representation of a number of female divinities. Overlooking the ghats here is Peshwa Amrit Rao's majestic sandstone haveli

(mansion), built in 1807 and currently used for religious ceremonies and occasionally, as an auditorium for concerts.

Dashashwamedha Ghat

Dashashwamedha Ghat, the second and business of the five tirthas on the Panchatirthi Yatra, lies past the plain, flat-roofed building that houses the shrine of Shitala. Extremely popular, even in the rainy season when devotees have to wade to the temple or take a boat, Shitala represents both both benign and malevolent aspects – ease and succour as well as disease, particularly smallpox.

Dashashwamedha is Varanasi's most popular and accessible bathing ghat, with rows of pandas sitting on wooden platforms under bamboo umbrellas, masseurs plying their trade and boatmen jostling for custom. Its name, "ten horse sacrifices", derives from a complex series of sacrifices performed by Brahma to test King Divodasa: Shiva and Parvati were sure the king's resolve would fail, and he would be compelled to leave Kashi, thereby allowing them to return to their city. However, the sacrifices were so perfect that Brahma established the Brahmeshvara lingam here. Since that time, Dashashwamedha has become one of the most celebrated tirthas on earth, where pilgrims can reap the benefits of the huge sacrifice merely by bathing.

Lying at the centre of the five tirthas, manikarnika Ghat symbolizes both creation and destruction, epitomized by the juxtaposition of the sacred well of Manikarnika Kund, said to have been dug by Vishnu at the time of creation, and the hot, sandy ash-infused soil of cremation grounds where time comes to an end. In Hindu mythology, Manikarnika Kund predates the arrival of the Ganga and has its source deep in the Himalayas. Vishnu cared the kund with his discus, and filled it with perspiration from his exertions in creating the world, at the behest of Shiva. When Shiva quivered with delighted, his earring fell into this pool, which as manikarnika – "Jewelled Earring" – became the first tirthas in the world. Every year, after the floodwaters of the river have receded to leave the pool caked in alluvial deposits, the kund is re-dug. Its surroundings are cleaned and painted with brightly coloured folk art, which depicts the presiding goddess, Manikarnika Devi, inviting pilgrims to bathe and worship at its small Vishnu shrine, and at the paduka (footprint) of Vishnu set in marble on the embankment of the ghat. The most important of

the lingams is the remains of Tarakeshvara, Shiva as Lord of Taraka mantra, a "prayer of the crossing" recited at death.

Strictly speaking, Manikarnika is the name given to the kund and to the ghat, while the constantly busy cremation ground is Jalasi Ghat, dominated by a dark smoke-stained temple built by Queen Ahalya Bai Holkar of Indore in the eighteenth century.

Manikarnika Ghat

North of Lalita lies Varanasi's pre-eminent cremation ground, Manikarnika Ghat. Such grounds are usually held to be inauspicious, and located on the fringes of cities, but the entire city of Shiva is regarded as Mahashmashana, the Great Cremation Ground for the corpse of the entire universe. The ghat is perpetually crowded with funeral parties, as well as the Doms, its Untouchable guardians, busy and pre-occupied with facilitating final release for those lucky enough to pass away here. Seeing bodies being cremated so publicly has always exerted a great fascination for visitors to the city, but photography is strictly taboo; even having a camera visible may be constructed as intent, and provoke hostility.

Scindia Ghat

Bordering Manikarnika to the north is the picturesque Scindia Ghat, with its titled Shiva temple lying partially submerged in the river, having fallen in as a result of the sheer weight of the ghat's construction around 150 years ago. Above the ghat, several of Kashi's most influential shrines are hidden within the tight maze of alleyways of the area known as Siddha Kshetra (the field of Fulfilment). Vireshvara, the Lord of all Heroes, is especially propitiated in prayer for a son; the Lord of Fire, Agni, was supposed to have been born here.



Panchganga Ghat to Adi Keshva Ghat

Beyond Lakshmanbala Ghat, with its commanding views of the river. Lies one of the most dramatic and controversial ghats, Panchganga Ghat, dominated by Varanasi's largest riverside building, the great mosque of Alamgir, known locally as Beni Madhava-ka-Darera. With its minarets now much shortened, the mosque stands on the ruins of what must have been one of the city's greatest temples, Bindu Madhava, a huge Vishnu temple that extended from Panchganga to Rama Ghat before it was destroyed by Aurangzeb and replaced by an impressive mosque. Panchganga also bears testimony to more favourable Hindu-Muslim relations, being the site of the initiation of the medieval saint of the Sufi-Sant tradition, Kabir, the son of a humble Muslim weaver who is venerated by Hindus and Muslims alike. Along the river front lies a curious array of three-sided cells, submerged during the rainy season, some with lingams, others with images of Vishnu, and some empty and used for meditation or yoga. One of these is a shrine to the Five (panch) Rivers (ganga) which, according to legend, have their confluence here: the two symbolic rivulets of Dhutapapa (Cleansed of Sin) and the Kirana (Sun's Ray), which join the mythical confluence of the Yamuna and the Yamuna and the Sarasvati with the Ganga.

Above Trilochana Ghat, further north, is the holy ancient lingam of the Three (tri) Eye (lochana) Shiva. Beyond it, the river bypasses some of Varanasi's oldest precincts, now predominantly Muslim in character; the ghats themselves gradually become less impressive and are usually of the kaccha (clay-banked) variety.



Also known as the Golden Temple, it is dedicated to Lord Shiva, the presiding deity of the city. Varanasi is said to be the point at which the first jyotirlinga, the fiery pillar of light by which Shiva manifested his supremacy over other gods, broke through the earth's

crust and flared towards the heavens. More than the Ghats and even the Ganga, the Shivalinga installed in the temple remains the devotional focus of Varanasi.

At Adi Keshava Ghat (the "Original Vishnu"), on the outskirts of the city, the Varana flows into the Ganga. Unapproachable during the rainy season, when it is completely submerged, it marks the place where Vishnu first landed as an emissary of Shiva, and stands on the original site of the city before it spread southwards; around Adi Keshva are a number of Ganesha shrine.

Close by, the temple of Annapurna Bhavani is dedicated to the supreme Shakti ("She, the Being of Plenteous Food"), the queen and divine mother also known in this benevolent form as Mother of the Three Worlds. As the provider of sustenance, she carries a cooking pot rather than the fearsome weapons borne by her horrific forms Durga and Kali a subsidiary shrine opened only three days a year houses a solid gold image of Annapurna. Nearby is a stunning image, faced in silver against a black surround, of Shani or Saturn. Anyone whose fortunes fall under his shadow is stricken with bad luck - a fate devotees try to escape by worshipping here on Saturdays.

The Kashi Vishwanath Temple

Vishwanatha Khanda - the Old City at the heart of Varanasi, between Dashashwamedha Ghat and Godaulia to the south and west and Manikarnika Ghat on the river to the north, lies Vishwanatha Khanda, sometimes referred to as the Old City. The whole area rewards exploration, with numerous shrines and lingams tucked into every corner, and buzzing with the activity of pilgrims, pandas and stalls selling offerings to the faithful.

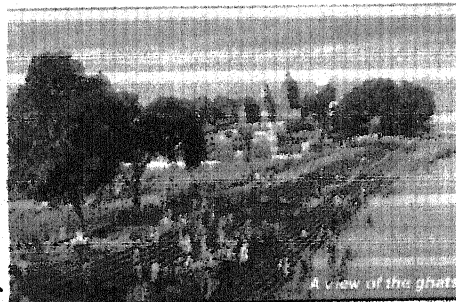
Approached through a maze of narrow alleys and the Vishwanatha Gali (or Lane), the temple complex of Vishwanatha or Visheshwara, the "Lord of All", is popularly known as the Golden Temple, due to the massive gold plating on its shikhara (spire). Inside the compound - which is hidden behind a wall, and entered through an unassuming doorway - is one of India's most important shivalingams, made of smooth black stone and seated in a solid silver plinth, as well as shrines to the wrathful protectors Mahakala and Dandapani, and the lingam of Avimukteshvara, the Lord of the Unforsaken, which predates Vishwanatha and once held much greater significance. The current temple was

built in 1777 by Queen Ahalya Bai Holkar of Indore, and is closed to non-Hindus, who have to make do with glimpses from adjacent buildings.

Vishwanatha's history has been fraught. Sacked by successive Muslim rulers, the temple was repeatedly rebuilt, until the grand edifice begun in 1585 by Todar Mal, a courtier of the tolerant Moghul Akbar, was finally destroyed by Aurangzeb. On its foundations, guarded by armed police to protect it from Hindu fanatics, stands the Jnana Vapi Mosque, also known as the Great Mosque of Aurangzeb. Its simple white domes tower over the Jnana Vapi (Wisdom Well), immediately north, housed in an open arcaded hall built in 1828, where Shiva cooled his lingam after the construction of Vishwanatha. Covered by a grate to prevent people jumping in, in search of instant moksha, and covered with a cloth to stop coins being thrown in, only the presiding brahmins have access to its waters, considered to be liquid knowledge.

Pilgrims offer their sankalpa or statement of intent here, before commencing the Panchatirthi Yatra. Slightly north, across the main road, the thirteenth-century Razia's Mosque stands atop the ruins of a still earlier Vishwanatha temple, destroyed under the Sultanate.

Ayodhya is situated on the right bank of the river Ghagra or Saryu, as it is called within sacred precincts, on latitude $26^{\circ} 48'$ north and longitude $82^{\circ} 13'$ east in north India. Just 6 km from Faizabad, Ayodhya is a popular pilgrim centre. This town is closely associated with Lord Rama, the seventh incarnation of Lord Vishnu. The ancient city of Ayodhya, according to the Ramayana, was founded by Manu, the law-giver of the Hindu. For centuries, it was the capital of the descendants of the Surya dynasty of which Lord Rama was the most celebrated king. Ayodhya during ancient times was known as Kaushaldesa.

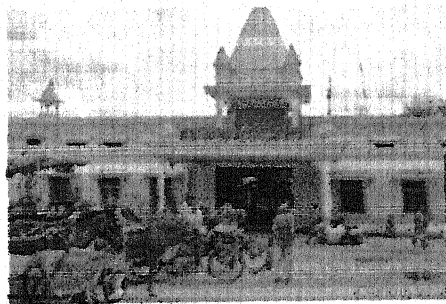


Skand and some other Puranas rank Ayodhya as one of the seven most sacred cities of India. It was the venue of many an event in Hindu mythology, today pre-eminently a temple town, Ayodhya is also famous for its close association with the epic Ramayana. It is a city of immense antiquity full of historical significance and sacred temples. The Atharvaveda described Ayodhya as 'a city built by Gods and being prosperous as paradise itself'. The illustrious ruling dynasty of this region were the Ikshvakus of the solar clan (Suryavansa). According to tradition, Ikshvakus was the eldest son of Vaivasvata Manu, who established himself at Ayodhya. The earth is said to have derived its name 'Prithivi' from Prithu, the 6th king of the line. A few generations later came Mandhatri, in whose line the 31st king was Harischandra, known widely for his love of truth. Raja Sagar of the same clan performed the Asvamedha Yajna and his great grandson Bhagiratha is reputed to have brought Ganga on earth by virtue of his penance. Later in the time came the great Raghu, after whom the family came to be called as Raghuvamsa. His grandson was Raja Dasaratha, the illustrious father of Rama, with whom the glory of the Kausala dynasty reached its highest point. The story of this epic has been immortalized by Valmiki and immensely popularized by the great masses through centuries.

Ayodhya is pre-eminently a city of temples yet, all places of worship here, are not only of Hindu religion. At Ayodhya several religions have grown and prospered simultaneously and also at different periods of time in the past. Remnants of Hinduism, Buddhism, Jainism and Islam can still be found in Ayodhya. According to Jain tradition, five Tirthankaras were born at Ayodhya, including Adinath (Rishabhadeva) the 1st Tirthankar.

The Hanuman Garhi

Situated in the centre of the town, this temple is approachable by a flight of 76 steps. Legend has it that Hanuman lived here in a cave and guarded the Janambhoomi or Ramkot. The main temple contains the statue of Maa Anjani, with Bal



Hanuman seated on her lap. The faithful believe that all their wishes are granted with a visit to this holy shrine.

A massive structure in the shape of a four sided fort with circular bastions at each corner houses a temple of Hanuman and is the most popular shrine in Ayodhya.

Kanak Bhawan

This has images of Sri Rama and Sita wearing gold crowns. It is also known as Sone-ke-Ghar.



Ramkot

The chief place of worship in Ayodhya is the site of the ancient citadel of Ramkot which stands on an elevated ground in the western part of the city. Although visited by pilgrims throughout the year, this sacred place attracts devotees from all over India and abroad, on 'Ram Navami', the day of Lord's birth, which is celebrated with great pomp and show, in the Hindu month of Chaitra (March-April).

Mani Parbat and Sugriv Parbat

The first of these ancient earth mounds is identified with a stupa built by the Emperor Ashoka, while the second is believed to be an ancient monastery.

Treta ke Thakur

This temple stands at the place where Rama is said to have performed the Ashvamedha Yajnya. About 300 years ago the Raja of kulu built a new temple here, which was improved by Ahalyabai Hekar of Indore during 1784, at the same time the adjoining Ghats were also built. The initial idols in black sandstone were recovered from Saryu and placed in the new temple, famous as Kaleram-ka-Mandir.



Nageshwarnath Temple

The temple of Nageshwarnath is said to have been established by Kush the son of Rama. Legend has it that Kush lost his armlet, while bathing in the Saryu, which was picked up by a Nag-Kanya, who fell in love with him. As she was a devotee of Shiva, Kush erected this temple for her. It is said that this has been the only temple to have survived till the time of Vikramaditya, the rest of city had fallen into ruins and was covered by dense forests. It was by means of this temple that Vikramaditya was able to locate Ayodhya and the sites of different shrines here. The festival of Shivratri is celebrated here with great pomp and splendour.

Other places of interest

Rishabhadeo Jain Temple, Brahma Kund, Amawan Temple, Tulsi Chaura, Laxman Quila, Angad Tila, Shri Rama Janaki Birla Temple, Tulsi Smarak Bhawan, Ram ki Paidi, Kaleramji ka Mandir, Datuvan Kund, Janki Mahal, Gurudwara Brahma Kund, Ram Katha Museum, Valmiki Ramayan Bhawan, are among other places of interest in Ayodhya

REFERENCES

- Anand, M.M., 1976, *Tourism and Hotel Industry in India : A . Study in Management*.
A Hasan & J C Das, *People of India Uttar Pradesh* Volume XLII, Manohar Publications
A treat of devotional bhajans - Lucknow - City - NEWS - The Times of India.
Akshayakumar Ramanlal Desai (1979), *Peasant Struggles in India*, Oxford University Press, Page 349.
Bandyopādhyāya, Śekhara (2004). *From Plassey to Partition: A History of Modern India*. Orient Longman. pp. 523 (at p 407).
Banaras Hindu University (PDF). Indian Academy of Sciences. 2005-07-26.
Bhatia, A.K. 1991. *International Tourism: Fundamentals and, Practices*. 117-118.
Bouydo, John, J. 1976, *Tourism and Development*, London Cambridge University press.
Bridget Allchin and Frank Raymond Allchin, *The Rise of Civilization in India and Pakistan*
Brooke and Peter J. Backley, 1991, *The Management of International Tourism*. London: Routledge.
Burkart and Medlik, S. 1985. *Tourism: Past, Present and Future*, P 3
Burkart, A.J. 1976, *The Management of Tourism*. London : Heinemann.

- Cahoon, Ben (2000), Provinces of British India, WorldStatesmen.org
- Cahoon, Ben, Indian states since 1947, Worldstatesmen.org.
- Census Population (PDF), Census of India, Ministry of Finance India.
- Chapter 14 - South Asia: From Early Villages to Buddhism
- Cherter Bowels, 1967, "Tourism An Untapped Market," *The Pioneer*, Lucknow, April.
- Clawson M. And J. Knetsoh, 1967, *Economics of Outdoor Recreation*
- Das Gupta, Uma. 1977. "The Indian Press 1870-1880: A Small World of Journalism", *Modern Asian Studies*, 11(2):213-235. pp 233-234.
- Governors of Uttar Pradesh, Upgov.nic.in.
- Hasmukhlal Dhirajlal Sankalia, Shantaram Bhalchandra Deo and Madhukar Keshav Dhavalikar; Studies in Indian Archaeology
- Jafferries, D. 1971 "Defining the Tourist Product and its Importance in Tourism Marketing", *The Tourist Review*, vol. XXVI, No. I June.
- Jo Johnson (2007), The Criminalization of Indian Democracy (May 2, 2007), *Financial Times*
- Joshi, V. K(1989), Bygone Communities Faced Ire of the River
- Kaul, .N. 1985, *The Dynamics of Tourism-A Trilogi*.
- Kenneth A. R. Kennedy; God-apes and Fossil Men
- Lowenthal, David, and P.C. Hugh 1965, "English Landscape Tastes", *Geographical Review*, Vol. LV No. 2 (A.G.S.) New York, April, p. 186.
- McIntosh, G. 1986, *Tourism: Principles, Practices and Philosophies*.
- Meinung, Addoff, "Determinates of the Attractiveness of a Tourism Region" in Witt and Mountinho, *Infra*, p. 99
- MISRA, V.N., Prehistoric human colonization of India
- Prasad , Ram, 1967, "Role of Hotel Industry", *Illustrated Weekly of India* Vol. LXXXVII
- Quaternary Science Reviews: Volume 27, Issues 3-4, February 2008, Pages 391-410
- Ritchie R. and Zins, Michael, 1978 "Culture Determinant of the Attractiveness of Tourism Region. *Annals of Tourism Research*, April- June.
- Salevam, M. 1989, *Tourism Industry in India : A Study in its Growth and Development Needs*.
- Somini Sengupta (May 12, 2007)., Brahmin Vote Helps Party of Low Caste Win in India, *The New York Times*.
- Virendra N. Misra and Peter Bellwood (1969), Recent Advances in Indo-Pacific Prehistory, Indo-Pacific Prehistory Association

Chapter IV

Organization and Management of Tourism

Chapter IV

Organization and Management of Tourism

The efficacy of development of tourism at a given destination depends as much on the availability of a *strong tourism resource* base, as on the *organization and management of Tourism Institutions* in terms of accessibility, internal transportation, accommodation, recreation and entertainment provisions, travel agency and tour operations services, shopping opportunities and so on. However, the state of basic infrastructure and Management, related to water and power supply, communication and currency exchange facilities, health-hygiene and security-safety services etc seemingly more relevant from resident viewpoint, essentially acts as a decisive factor in the ultimate growth and development of tourism industry. Obviously, tourist may not feel impelled to visit a destination, which lacks in the basic infrastructure.

Putting it other way round, even the areas with lesser tourism resource potential but equipped with requisite support infrastructure has greater development potential than those with rich tourist resource treasure but very poor infrastructure. Promoting tourism in infrastructurally strong areas is more convenient both from time and money view points. Naturally, potential tourism enterprises too, prefer to invest in such areas, in view of the lesser cost of development vis-à-vis possibility of access to a greater market segment. Fact remains that the quality of tourist plant facilities at a destination are necessarily determined by the quality of available basic infrastructure. Otherwise also, quality infrastructure and its management has decisive impact on the economy as a whole as it acts as a strong stimulant to economic development besides effectively activating the latent entrepreneurship. Not only this, from resident view point, modernization of infrastructure leads to improvement in the living standard, enhancement in awareness and effective interaction with the out side world etc, in addition to expansion of trade and industries.

As such provision of requisite infrastructure at a given place/area consumes considerable time to create and, involves substantial capital investment. Thus, it is generally expected that central and local government work on the infrastructure, since the supra-structure can subsequently be developed by the private sector.

Coming back to tourism, the infrastructural requirements are too diverse and at times too specific, depending in the type touristic appeal and the range of tourist activities possible/or to be developed at a given destination. For example, trekking does not involve much of the infrastructure or tourist plant facilities, except a definitive trek and a guide, as also availability of suitable camping site(s) enroute. Likewise, river running, aero-sports and ice-skiing activities have their own set of requirement in term of basic infrastructure vis-à-vis tourist plant facilities. Interestingly, same tourist visiting different destination or traveling under different motive may have different set of demands guided by his/her purpose of visit vis-à-vis expectations with regard to the given destination. The Organisation and management of Tourism in Uttar Pradesh involves a gamut of Institutions and enterprises including Department of Tourism, Govt of India, and Govt of Uttar Pradesh, Uttar Pradesh State Tourism Development Corporation, Indian Railways, transport Department, Aviation, Department, and several equally important organizations.

DEPARTMENT OF TOURISM UTTAR PRADESH

The Department of Tourism, Government of Uttar Pradesh has been established with the following Aims and Objectives:

1. To do proper publicity about such places which, because of their historical importance, may attract tourists.
2. To maintain the historical, religious and cultural traditions of Uttar Pradesh and to promote them.

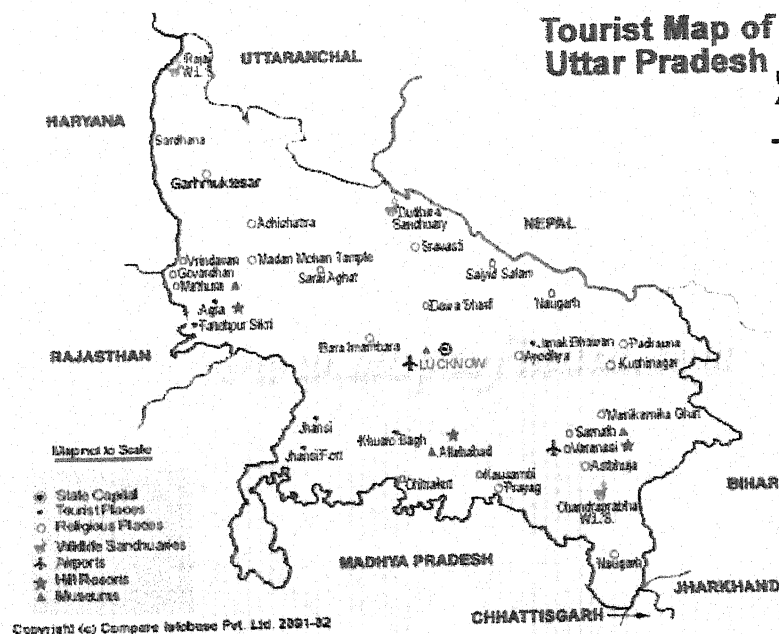
3. To provide cheap, clean and satisfactory facilities to tourists in matters of transport, accommodation, food and recreation.
4. To get factual and informative literature printed which highlight tourist spots and monuments, their cultural importance and other details, and make such literature available to tourists which will serve as a guide and provide necessary information to them in order to help them to explore India.
5. To enhance and encourage the participation of the private sector in efforts of the state Government for providing necessary facilities to domestic and international tourists.
6. To organise cultural shows on occasion of different fairs festivals and seminars with a view to attracting more and more tourists.

Administrative Organization

In order to prepare schemes relating to the development of tourism and to execute them, the Directorate of Tourism was established in the year 1972 of which the Director General is an I.A.S. officer. In 1974 the Uttar Pradesh State Tourism Development Corporation was established to look after the commercial activities which are a part of development of tourism. Its Managing Director is also an I.A.S. Officer. In addition the Food Craft Institute, Aligarh, which was under the control of Government of India, and later transferred to the Department of Tourism on 1-7-1985, providing training of subjects relating to tourism. In order to give training to students regarding the tourism and travel trade, a Tourism Management Institute has also been established in Lucknow.

Known for its ancient tradition, Uttar Pradesh abounds large number of Tourist Attractions. There are large number of important world renowned places, pilgrimage, historical sites, attracting tourist from all over the world. Keeping in view the plentiful prospects of tourism in the State, the tourism has been declared as an industry by the Government for providing basic tourist facilities to the people, developing tourist spots and earning foreign exchange, contributing to the development of the nation as whole. The Tourism Development Policy has been framed in Uttar Pradesh under which Tourist circuits are being developed in the following manner :

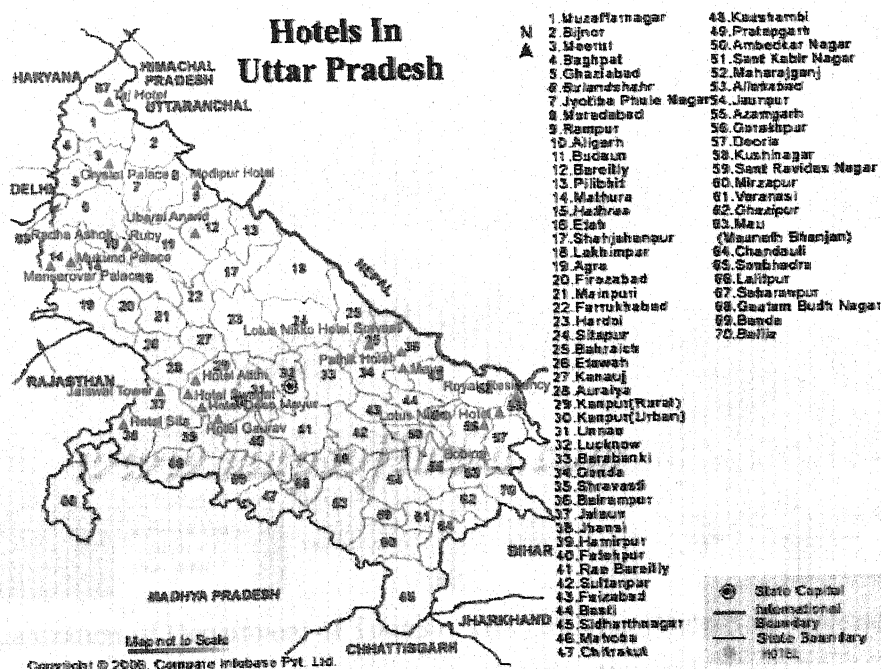
Other Circuits in Uttar Pradesh State Tourism are : Awadh Circuit, Vindhya Circuit, Water Cruise Circuit, Jain Shrines Circuit, Sikh Panth Circuit, Eco-Tourism Circuit.



Tourist Offices of Uttar Pradesh Government

The of Uttar Pradesh Government has established Tourist Offices in all the major cities and places of tourist interest. The prominent offices along with the address is furnished in the foregoing, Agra 64, Taj Road, Agra ; Allahabad Government of U.P. Regional Tourist Office, Tourist Bungalow, 35, M.G. Marg, Civil Lines, Allahabad.; Ayodhya Regional Tourist Office: Station Road, House No. 1-3/152/4, near Pusparaj Guest House. Faizabad. ; Government of UP Tourist Bureau : Pathik Niwas Saket, Near Railway Station, Ayodhya. Bareilly Regional Tourist Office, Civil Lines, Bareilly. ; Chitrakoot Office of the Asstt. Tourist Officer: Tourist Bungalow Campus, Chitrakoot Dham; Gorakhpur Regional Tourist Office: Civil Lines, Gorakhpur. ; Jhansi UP Government Tourist Office: Hotel Veerangana. ; Tourist Information Centre: Railway Station. Kanpur; UP Government Tourist Office: 26/51 Birhana Road (Backlane), Opp. Post Office.; Kapilvastu Tourist Office: Siddharth Nagar, 20 km from Kapilvastu ; Kushinagar Government of UP Tourist Bureau: Buddha Marg, Kushinagar. ; Lucknow Department of Tourism: Rajarshi Purshottam Das Tandon Paryatan Bhawan, C-13, Vipin Khand, Gomti Nagar, Lucknow-226 010 (UP) INDIA.

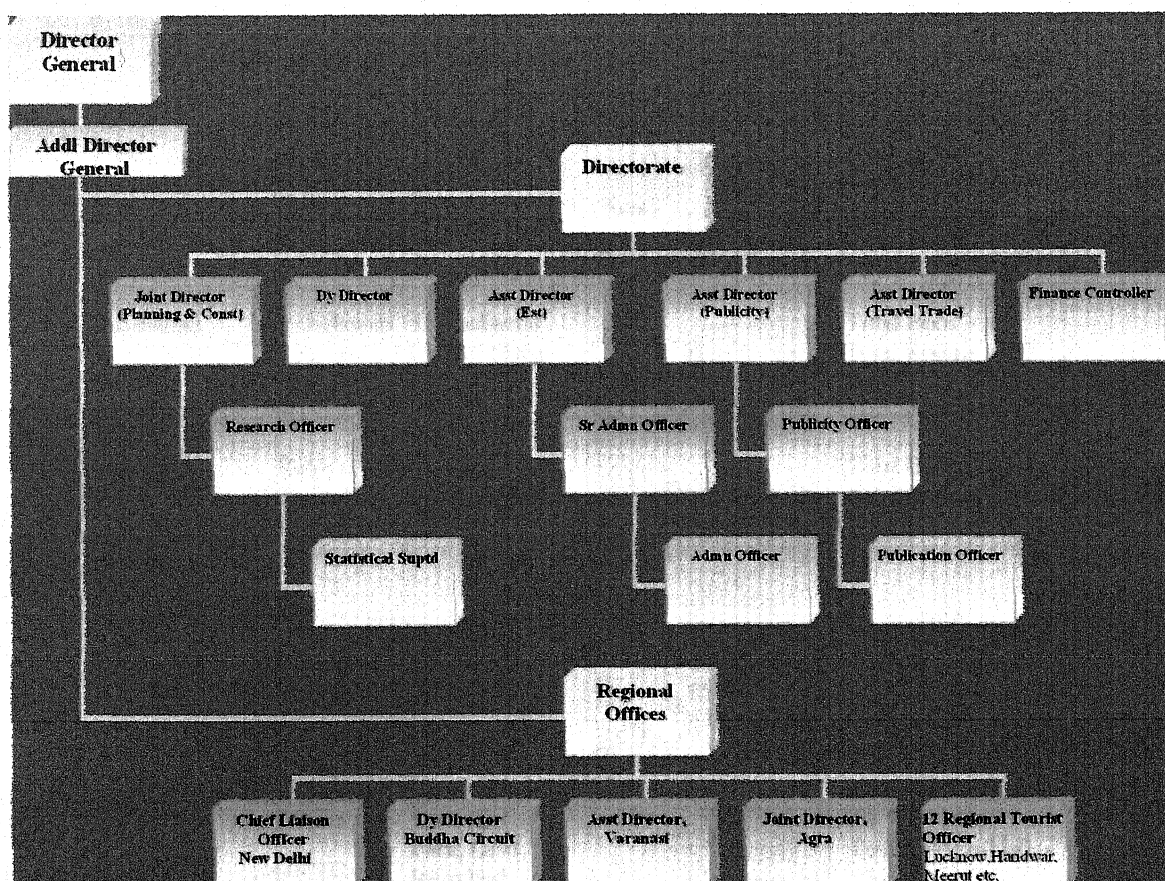
Figure 4.2



The above figure 4.2 indicates, that the Hotels and accommodation units are scattered in Uttar Pradesh and substantial number of establishments does exists. The cumulative centre wise spread of hotels, available rooms and beds in totality are 1326 hotels having 21846 Rooms and 40845 Beds are available in the state catering to domestic and foreign tourist. The Units maintained by UPSTDC are listed in Table 4.2 alongwith the bed capacities and available rooms. The Total visitors in the State of Uttar Pradesh for the period of April 2006-March 2007 were 17799638, out of this 4494768 were Domestic Overnight Visitors, 452386 were Foreign Overnight Visitors and 12852484 were Excursionists.

Organization Structure of Department of Tourism

Table 4.1





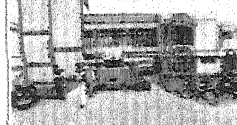








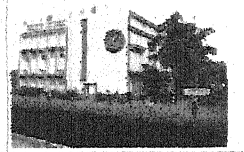





The Organization of Department of Tourism, Govt of Uttar Pradesh is depicted in Table 4.1, which reveals that organization is headed by Director General supported by

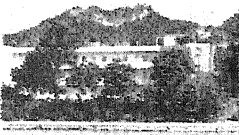

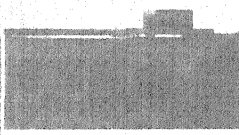





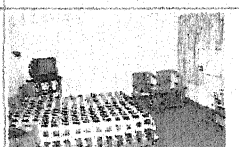
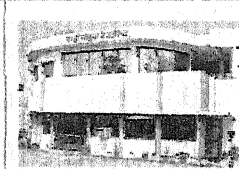
Additional Director General entrusted with the task of taking the major policy decisions and ensuring implementation of policies and programs of the government. The Department has a Directorate comprising of Joint Director (Planning & Construction), Asst Director (Estd), Asst Director (Publicity), Asst Director (Travel Trade), Finance Controller and Dy Director alongwith about 16 Regional Offices.








Table 4.2

List of Hotel Establishment of UPSTDC

S. No.	District	Hotel	Address	View	Beds & Room Capacity
1.	Agra	Rahi Tourist Bungalow	Near Raja Ki Mandi Rly. Station		Total Beds - 72 Total Rooms - 35
2.	Agra	Hotel Tajkhema	Near Eastern Gate of Taj Mahal		Total Beds - 16 Total Rooms - 6 Cottage - 8
3.	Agra	Shilpgram Restaurant & Bar	Taj nagri near Eastern Gate of Taj Mahal, Agra		Total Beds - 108 Total Rooms - 49
4.	Allahabad	Rahiilawart Tourist Bungalow	35, mahatma Gandhi Marg		Total Beds - 60 Total Rooms - 17
5.	Allahabad	Rahi Triveni Darshan	Yamuna Bank Road, Kydganj		Total Beds - 42 Total Rooms - 16
6.	Ayodhya	Rahi Tourist Bungalow	Near Rly. Station, Distt. Faizabad		Total Beds - 60 Total Rooms - 17
7.	Ayodhya	Rahi Yatri Niwas	Saryu Tat, Near Ram Katha Park, Distt. Raizabad.		Total Beds/Takht - 26 Total Rooms/Hall - 15

8. Badaun	Rahi Tourist Bungalow	Distt. Badaun		Total Beds - 14 Total Rooms - 4
9. Balrampur	Rahi Tourist Bungalow	Distt. Balrampur		Total Beds - 40 Total Rooms - 20
10. Bareilly	Rahi Hotel Rohila	2, Civil Lines,		Total Beds - 16 Total Rooms - 8
11. Bateswar	Rahi Tourist Bungalow	Distt. Agra.		Total Beds - 12 Total Rooms - 3
12. Chitrakoot	Rahi Tourist Bungalow	Chitrakoot,		Total Beds - 96 Total Rooms - 12
13. Deogarh	Rahi Tourist Bungalow	Deogarh, Distt. Lalitpur		Total Rooms - 2 Total Beds - 8
14. Dohrighat	Rahi Tourist Bungalow	Gotha Bazar, Distt. Mau		Total Beds - 16 Total Rooms - 8
15. Fatehpur Sikri	Rahi Gulistan Tourist Complex	Distt. Agra,		Total Beds - 48 Total Rooms - 24
16. Garhmukteshwar	Rahi tourist Bungalow	Delhi Road,		Total Beds - 6 Total Rooms - 3
17. Ghaziabad	Rahi Tourist Bungalow	Meerut Crossing, G.T. Road		Total Beds - 20 Total Rooms - 10

19.	Haridwar	Hotel Alaknanda	Belwala,		Total Beds - 86 Total Rooms - 36
21.	Jhansi	Rahi veerangana Tourist Bungalow	Near Circuit House		Total Beds - 50 Total Rooms - 20
22.	Kanpur	Rahi Tourist Bungalow. Rania	Etawah Road, Rania, Distt. Kanpur Dehat		Total Beds - 8 Total Rooms - 4
23.	Kanpur	Rahi Tourist bungalow, Tatyaganj	Mandhana, G.T. Road, Tatyaganj, Distt. Kanpur		Total Beds - 8 Total Rooms - 4
24.	Kannauj	Rahi Tourist Bungalow	Makarand Nagar, Distt. Kannauj		Total Beds - 8 Total Rooms - 4
25.	Kapilvastu	Rahi Tourist Bungalow	Distt. Siddharthanagar,		Total Beds - 8 Total Rooms - 4
26.	Kushinagar	Rahi Pathik Niwas	Buddha Marg, Distt. Kushinagar		Total Beds - 92 Total Rooms - 41
27.	Lucknow	Rahi Hotel Gomti	6, Sapru Marg, Lucknow		Total Beds - 130 Total Rooms - 65
29.	Mathura	Rahi Tourist Bungalow	32, Civil Lines		Total Beds - 22 Total rooms - 11
30.	Mathura	Rahi Gokul Restaurant	Mathura Delhi by Pass, Mathura		Total Beds - 24 Total rooms - 12

31. Mahoba	Rahi Tourist Bungalow	Distt. Mahoba		Total Beds - 36 Total Rooms - 12
32. Mirzapur	Rahi Tourist Bungalow	Near Shastri Bridge		Total Beds - 32 Total Rooms - 16
33. Moradabad	Rahi Tourist Bungalow	Delhi Road, Moradabad		Total Beds - 28 Total rooms - 14
34. Nawabganj	Rahi Tourist Bungalow	Lucknow Kanpur Road, Distt. Unnao		Total Beds - 20 Total Rooms - 10
36. Raibareli	Rahi Tourist Bungalow	Malik Mau Chauraha Distt. Raibareli		Total Beds - 35 Total Rooms - 14
37. Sarnath	Rahi Tourist Bungalow	Distt. Varanasi		Total Beds - 38 Total Rooms - 10
40. Shahjahanpur	Rahi Tourist Bungalow	Near Garra Phatak, Shahjahanpur		Total Beds - 8 Total rooms - 4

New Circuits in Uttar Pradesh

1. **Mahabharat Circuit:** Hastinapur, Baghpat, Bijnor.
2. **Ram Van-Gaman Yatra Circuit:** Ayodhya, Bharatkund, Belha Devi-Pratapgarh, Shrangverpur, Allahabad, Chitrakoot etc.
3. **Circuit related to First War of Independence in 1857:** Jhansi, Meerut, Lucknow, Raibareilly, Unnao, Kanpur, Bithoor, Sitapur, Badaun, Bareilly, Hathras, Shahjahanpur, Mainpuri, Firozabad, Gorakhpur, Devaria, Azamgarh, Balia, Varanasi, Allahabad etc.

4. **Jain Circuit:** Shravasti, Kaushambi, Allahabad, Ayodhya, Faizabad, Ronahi, Kampil, Hastinapur, Sauripur, Agra, Banaras, Kushinagar etc.
5. **Sikh Circuit:** Gurudwara Pakki Sangat (Allahabad) - Gurudwara Ahrora, Gurudwara Chota & Gurudwara Bhuli (Mirzapur) - Gurudwara Nichibagh, Gurudwara Gurubagh (Varanasi) - Guru Teg Bahadur Ji ki Tapsthal, Chachakpur, Gurudwara Raasmandal (Jaunpur) - Gurudwara Brahmkund (Ayodhya) - Gurudwara Ahilyaganj (Lucknow) - Gurudwara Singh Sabha (Mathura) - Gurudwara Hathighat, Gurudwara Guru ka Taal (Agra) etc.
6. **Sufi Circuit:** Fatehpur Sikri, Rampur, Badaun, Bareilly, Lucknow, Kakori, Dewasharif (Barabanki), Bahraich, Kichocha Sharif, Kade Shah - Kada (Kaushambi), Allahabad, Kantit Sharif (Mirzapur) etc.
7. **Christian Circuit:** Merut-Sardhana, Agra, Kanpur, Lucknow, Allahabad, Varanasi, Gorakhpur etc.
8. **Handicraft Circuit:** Lucknow, Agra, Aligarh, Firozabad, Rampur, Kanpur, Kannauj, Vrindavan, Muradabad, Khurja, Varanasi, Bhadohi, Mirzapur, Chunar, Jaunpur, Gorakhpur etc.

TRANSPORTATION

Consistent improvement in the accessibility facilities over the ages has had tremendous contribution in the all-round advancement of the civilization. Knowledge about the distant lands and people not only created more curiosity to see more but also broadened the horizons of awareness alongside creating opportunities for knowledge sharing or say progress sharing. As of now, the dramatic innovations in the means of travel, particularly in the air transportation, have resulted into steady narrow-down of the time-distance gap, thereby transforming the world into a closer neighborhood. The contemporary concept of globalization, just not in the terms of trade and commerce, but also from socio-cultural viewpoints, can be largely attributed to the revolutionary developments on transportation front. The global tourism industry that thrives on mobility of peoples naturally owes its dramatic pace of growth to the effective and yet safer and cheaper means of travel available to the society. Democratization of transport

facilities has further opened-up the travel opportunities for almost every section of the society – be it rich from an affluent country or a middle class from the developing world. Thus, suddenly the size of tourist market has multiplied thereby making tourism to be the fastest growing industry on planet earth. Evidently, the countries, regions and even individual destinations equipped with better accessibility facilities have better market share in tourism.

Uttar Pradesh Public Transportation

UPSRTC namely Uttar Pradesh State Road Transport Corporation provides public state road transport to passengers in Uttar Pradesh, covering approximately 2 million kms and serving 1 million tourists and passengers everyday. UPSRTC has in its fleet 6800+ buses. UPSRTC operates air conditioned buses, ac shatabdi bus services, interstate bus services to Delhi, Rajasthan, Uttaranchal with pawan regular and pawan gold buses. UPSRTC provides city road transport in the city of Lucknow. UPSRTC offers advance ticket reservation from Lucknow, Delhi, Varanasi, Bareilly, Moradabad, Kanpur and Allahabad. UPSRTC provides transit service to its passengers in Uttar Pradesh and to the neighbouring states of Uttar Pradesh to Himachal Pradesh, Punjab, Haryana, Rajasthan, Bihar and Madhya Pradesh. It has connecting services to Delhi and to the places in Uttaranchal. It has over 6800 buses covering the entire state of Uttar Pradesh and the neighbouring states. It has more than 309 bus stations. The bus stations generally have rest rooms, canteens, booking offices, toilets, drinking water, timetable & fare chart display, seats and other facilities. Corporation allows free travel on the buses for distinguished citizens.

UPSRTC runs following services.

- Short distance shuttle services
- These services are operated on the village-tehsil-district centre network.
- Express & Long route services
- Deluxe & Semi-Deluxe services

These services generally cater to the passenger surplus of the railway network. Efficiency of services and passenger comfort is the corporate criteria for long route services. The fare charged on **Express buses** is 10% higher than ordinary buses. A new non stop **inter city service** named PAWAN has been introduced in this category at ordinary fare.

These services provide convenient and affordable transport to the passengers and are generally plied on long routes or shuttle services connecting satellite towns connected to a business centre as the nucleus. Standards for passenger comfort are fixed and compliance is ensured. The fare charged on semi-deluxe buses is 25% higher & that on deluxe buses is 70% higher than that on ordinary buses. Corporation runs **airconditioned bus** services between some popular bus routes such as Lucknow - Allahbad, Allahbad - Lucknow, Lucknow - Kanpur, Lucknow - Varanasi, Lucknow - Jhansi, Delhi - Agra, Agra - Meerut. You can search the desired bus route using state to state (interstate) or Intercity navigational links on the left.

Interstate Services

Based on reciprocal agreements, the corporation operates direct services to the important cities of Punjab, Haryana, Himachal Pradesh, Rajasthan, Madhya Pradesh, Bihar, Delhi, Chandigarh and Uttaranchal.

- Ambala, Karnal, Rohtak, Bhiwani, Ludhiana, Patiala, Amritsar, Pathankot and Hoshiyarpur in Punjab & Haryana
- Shimla and Nahan in Himanchal Pradesh
- Udaipur, Ajmer, Bharatpur, Alwar, **Jaipur**, **Balaji** and Nathdwara in Rajasthan.
- Khajuraho, Gwalior, Sagar, Reva and Satna in Madhya Pradesh.
- Raxaul, Patna, Gaya and Bhabua in Bihar.
- Delhi and Chandigarh.
- Dehradun, Mussorie, Nainital, Tanakpur & other destinations in Uttaranchal.

The corporation on an average operates around 1500 services on over 365 interstate routes.

History of UPSRTC

The state Transport department was constituted in 1945 under the provisions of Section 133 A of the Motor Vehicles' Act, 1939. The department acts as the apex regulatory body that controls the entire gamut of activities that go into the operation of passenger & goods transport motor vehicles - both private & commercial. Through these regulatory activities, the department of Transport is one of the major revenue earners for the state exchequer.

The state of Uttar Pradesh has around 1.2 lakh km long network of motorable roads, out of which around 20% are nationalized. With a fleet size of around 7668 buses UPSTRC operate over 2.5 million kilometers catering to the travel needs of over 1.3 million people and earning over Rs. 38.3 million everyday. Provision of adequate, efficient, well co-ordinated, comfortable and economical services to our passengers, while earning enough for self-sustenance & growth, is our motto. The remaining road length is covered by about 16000 private transport buses, along with maxi-cabs and motor-cabs, which constitute the backbone of the passenger road transport services in the state.

Passenger road transport services in the state of U.P. started on 15th May, 1947 with the operation of bus service on the Lucknow - Barabanki route by the erstwhile U.P. Government Roadways.

Subsequently, during the fourth Five Year Plan, the erstwhile UP Government Roadways was rechristened as Uttar Pradesh State Road Transport Corporation (UPSRTC) on 1-6-72 under the provisions of the Road Transport Act, 1950 with the following objectives:

- For the development of the road transport sector correlated to which would be the overall development of trade & industry.
- For coordination of the road transport services with other modes of transport.
- For providing or causing the provision of an adequate, economical & efficiently coordinated road transport service to the residents of the state.

At the time of establishment of the Corporation it had a fleet of 4253 buses which were operating on 1123 routes. The corporation's earned kilometers operated at that time were 228.8 million kilometers. While the total number of passengers carried by its buses totalled 251.3 million.

By the end of the decade the fleet of the corporation had attained a strength of 5679 buses, the operations had increased to 1782 routes. As a result of this increase in operations, the earned kilometers totalled about 395.3 million kilometers, while the total numbers of passengers carried totalled over 449.1 million.

The end of the VI five year plan saw a further increase in all operational parameters being achieved by the corporation. With the increase in fleet strength of 6198 buses, the earned kilometers of the corporation rose to 425.7 million kilometers.

During the VII five year plan emphasis was placed on strengthening the fleet of the corporation. By the end of the plan period the fleet had risen to 8161 buses from the initial strength of 6198. By 1989-90, the Corporation operated 2525 routes covering 648.6 million kilometers and carrying 471.2 million passengers.

During the VIII five year plan 2722 buses were replaced with new buses however 3142 buses were auctioned and the fleet at the end of 1996-97 became 7463 buses.

During the IX five year plan 2427 buses were replaced and 3785 buses were auctioned, At the end of 2001-02 the Corporation had 6105 buses.

In the X th five year plan 5274 buses were inducted and 4818 buses were removed from fleet. At the end of 2006-07 the Corporation had 6561 buses apart from 784 hired buses operated under its control.

During the Xi th five year plan period the Corporation targets to purchase 11100 new buses out of which 1725 buses shall be AC, to bring its fleet size to 11261 by the end of the plan period in 2012.

The Corporation has also commenced the operation of AC Buses (HIMANI, SHEETAL & SHATABDI) and non stop inter city services (PAWAN & PAWAN GOLD). It operates low cost Janta services on shuttle routes and urban & sub-urban services in 6 select cities.

Infrastructure

The corporate office of the corporation is situated at Lucknow. The Corporation has been reconstituted on 30.10.03 with the services in the state of Uttaranchal forming a separate corporation.

Table 4.3
Units of UPSRTC

S. No.	Region	No. of Depots
1	Agra	8
2	Ghaziabad	7
3	Meerut	4
4	Saharanpur	4
5	Noida	1
6	Aligarh	7
7	Moradabad	5
8	Bareilly	4
9	Hardoi	5
10	Etawah	6
11	Kanpur	7
12	Jhansi	5
13	Lucknow	7
14	Faizabad	6
15	Lucknow MPS	2
16	Allahabad	9
17	Azamgarh	7
18	Gorakhpur	6
19	Varanasi	7
		Total : 107

For efficient functioning the corporation has been divided into 19 regions of which 2 regions operate urban & sub-urban services. Each region has a regional workshop where major repair and maintenance work as well as assembly reconditioning work is performed. Each region has been further divided into operational units called depots. The total number of depots in the corporation is 108, including car-section. Each depot has a depot workshop attached to it to provide supportive maintenance facilities.

For heavy maintenance and repair of vehicles, reconditioning of major assemblies, renovation of buses and construction of bodies on new chassis, two Central workshops

have been established in Kanpur: Central Workshop, Rawatpur and Dr. Ram Manohar Lohia Workshop, Allen Forest. Six tyre retreading plants are established at Gorakhpur, Ghaziabad, Bareilly, Kanpur, Saharanpur and Allahabad to provide in-house tyre retreading facilities.

For repairs and maintenance of staff cars belonging to the State Government and the Corporation, a separate unit named Car Section is established in Lucknow. For imparting training to drivers and technical staff, a Training School is established in Kanpur. The locational details of the various units of UPSRTC are available in the list of regions.

Organization

The Corporation is an autonomous body corporate and its general superintendence, direction and management of affairs and business is vested in a Board of Directors. The management of UPSRTC is done by the Board of Directors through its Managing Director who is the Executive Head. The Board is headed by the Chairman and consists of at least 5 or at most 17 Directors, out of whom one-third are from the Central government and two-thirds from the state government. The appointment of the Directors is done by state government.

Table 4.4

ORGANISATION STRUCTURE OF TRANSPORT COMMISSIONER'S ESTABLISHMENT
Principal Secretary, Transport Department, Govt of Uttar Pradesh
TRANSPORT COMMISSIONER'S OFFICE (Transport Commissioner)
ZONES (6) Dy Transport Commissioners (DTC)
REGIONS (19) Regional Transport Officer (RTO)
SUB-REGIONS (70) Asstt Regional Transport Officers (ARTO)

The management comprises of the Additional Managing Director, Secretary Corporation, Chief General Manager (Operations), Chief General Manager (Technical), Finance

Controller, Chief Security Officer, Chief General Manager (Administration) and the General Managers of the functional areas - Operations, Bus Station Management, Passenger Amenities, Personnel, MIS & EDP, Technical, Materials Management and Quality Control. The corporation has 65 class I officers, 250 class II officers, 27503 class III (including over 19318 conductors & drivers) and 7448 class IV staff in a total staff strength of around 35266. Additionally there are 151 daily wages & part time workers.

Passenger Amenities

The Corporation has 323 bus stations of which 243 are in owned premises and 80 in rented premises. For the convenience of the passenger the Corporation generally has rest rooms, canteens, booking offices, toilets, drinking water, timetable & fare chart display, enquiry counters, public address systems, lights, fans, seats & benches and PCO etc. Cleanliness of the bus stations and buses are accorded priority. Suggestions &/or complaint books have been made available to Station Incharges and passenger feedback through them is invited and monitored. TV's have been fitted in passenger lounge of important bus stations. The Table 4.5 provides list of various passenger amenities being provided by the corporation.

Table 4.5
Passenger Amenities

1	Drinking Water-Taps & India Marks-II Pumps
2	<i>Lighting & Passenger sheds & Station</i>
3	Fans in Passenger Sheds
4	Benches & Chair
5	Display of T.T & fare list
6	Booking & inquiry counter
7	Suggestions /complaint Box
8	Toilet and urinals
9	Canteen/Book stalls/general merchant shops
10	Boarding Platform
11	Stalls
12	P.C.O
13	Passenger lounge
14	Mini tubewell & moulded tank
15	Idle parking
16	Public address Systems
17	Water cooler
18	In-out enquiry
19	Generator
20	Administrative office
21	Driver / Conductors' rest room
22	Private car, scooter rickshaw parking
23	Television

24	AC Canteen
25	AC Waiting room
26	Dormitory
27	Computerised Arrival / Departure
28	Computerised Booking / Reservation
29	Tubewell & RCC Overhead Tank
30	Cloakroom
31	Tourist Information Centre
32	Washing Machine
33	Security Room

Transport Department

The Uttar Pradesh Transport Department is one of the largest revenue earning departments in the state, dealing with various transport related matters like driving licenses, registration of motor vehicles, grant and renewal of permits, collection of taxes / fees, and all the other regulatory and enforcement functions assigned to it under provisions of the Motor Vehicles Act, 1988. It functions through the Transport Commissioner's organization, with its headquarters at Lucknow, and RTO & ARTO offices spread all across the state.

The table 4.6 below indicates the annual registration of vehicles in Uttar Pradesh including two wheelers to minibuses and trucks between the period 1980-81 to 2007-2008. The table reveals that in the year 2007-08 total vehicles registered stands at 1253689 of which bus and mini bus were 1797 and 1384 respectively. The total cars registered in the same year were to the tune of 100398. The growth of registration in the year 2007-2008 over the previous year has been 31.22%, which has been substantially high as compared to other states of the country.

Table 4.6
Annually registered vehicles in Uttar Pradesh

Year	M/Cycle	Cars	Bus	Mini bus	Truck	3-wheel delivery vehicles	Tractor	Tempo/ Auto rickshaw	Others	Total
1	2	3	4	5	6	7	8	9	10	11
80-81	41401	3810	1242	-	5591	-	14146	-	5112	71302
82-83	57393	4019	1587	-	5222	-	12216	-	4311	84748
83-84	71136	3625	1862	250	2776	529	13364	1714	3209	98468
84-85	85004	4256	2194	117	3634	433	13835	2792	4095	116360
85-86	92711	6111	1187	116	4396	370	15222	2601	4257	126970
86-87	140014	8081	1747	157	4117	455	18644	2474	4657	180366
87-88	160370	12123	1640	238	5324	532	19435	3295	2024	204981
88-89	149013	9768	1611	208	5648	571	25586	5023	1858	199286
89-90	179676	10358	1574	264	6994	974	27176	6692	6141	239849
90-91	187436	11104	1209	633	8056	1314	35933	7337	2922	255944
91-92	173703	10009	1198	367	6411	1472	36289	6847	2722	239018
92-93	128816	6973	1521	1104	3706	709	27506	3974	4102	178411
93-94	152398	11687	1213	889	3713	911	28175	4179	3848	206813
94-95	167258	12200	1493	1092	5953	1156	30467	4811	3468	227898
95-96	168676	13978	1400	763	7310	2093	28450	5083	6686	234439
96-97	230933	27309	1146	588	10581	3659	34718	10796	11162	330892
97-98	254225	28985	1813	730	9593	3112	39311	10145	8439	356353
98-99	325793	33197	1244	814	9282	3837	52650	10698	12882	450397
99-00	329633	42766	1575	1031	8312	3921	51286	10934	10897	460355
00-01	406216	39840	1450	1439	7202	4817	84141	11933	7625	564663
01-02	364839	64241	730	745	3619	2325	38750	6927	16550	498726
02-03	552378	43827	1452	1005	7051	3531	40715	9546	9912	669417
03-04	585013	47189	1182	910	13259	3766	39421	11302	8773	710815
04-05	665589	52311	1223	942	16827	4260	42714	9691	9130	802687
05-06	769183	60090	1570	1209	17825	5216	52705	12627	14364	934789
06-07	773578	71213	1565	1206	22895	4909	45173	20235	16189	956863
07-08	986653	100398	1797	1384	30577	5560	87663	16227	23430	1253689

Road Network

The state is well connected by a network of national highways (NH). The national highways with their total road length in the state are as follows :

1. **NH-2** : From: Haryana Border - Kosi - Mathura - Agra - Firozabad - Etawah - Aurraya - Kanpur - Fatehpur - Allahabad - Gopiganj - Varanasi - Chandauli up to Bihar Border - 752 kms
2. **NH-2A** : Sikandra - Bhognipur - 25 kms
3. **NH-3** : Agra up to Rajasthan Border - 26 kms
4. **NH-7** : Varanasi - Mirzapur - Lalganj - Baraundha up to M.P. Border - 128 kms
5. **NH-11** : Agra - Kiraoli up to Rajasthan Border - 51 kms
6. **NH-12A** : From MP Border up to junction with NH 26 near Jhansi
7. **NH-19** : Ghazipur - Ballia - Rudrapur up to Bihar Border - 120 kms

8. **NH-24** : From Delhi Border - Ghaziabad - Moradabad - Rampur - Bareilly - Shahjahanpur - Sitapur - Lucknow - 431 kms
9. **NH-24A** : Bakshi-Ka-Talab - Chenhat (NH 28) - 17 kms
10. **NH-25** : Lucknow - Unnao - Kanpur - Orai - Jhansi - Raksa up to M.P. Border - 270 kms
11. **NH-25A** : Km 19 (NH 25) - Bakshi-Ka-Talab - 31 kms
12. **NH-26** : Jhansi - Lalitpur - Gona up to MP Border - 128 kms
13. **NH-27** : Allahabad - Jasra up to MP Border - 43 kms
14. **NH-28** : From Bihar Border - Tryasujan - Gorakhpur - Basti - Faizabad - Barabanki - Lucknow - 311 kms
15. **NH-28B** : From Bihar Border - Padrauna - Kasia - Junction with NH28 - 29 kms
16. **NH-28C** : Bara Banki - Ramnagar - Bahraich - Nanpara up to Nepal Border - 140 kms
17. **NH-29** : Sonauli - Pharenda - Gorakhpur - Chillupur - Kopaganj - Ghazipur - Saidpur - Varanasi - 306 kms
18. **NH-56** : Lucknow - Amethi - Jagdishpur - Sultanpur - Badlapur - Jaunpur - Varanasi - 285 kms
19. **NH-56A** : Chenhat (NH 28) km. 16 (NH 56) - 13 kms
20. **NH-56B** : km. 16 on NH56 to km. 19 of NH25 - 19 kms
21. **NH-58** : From Delhi Border - Ghaziabad - Meerut - Muzaffarnagar - Purkazi up to Uttaranchal Border - 165 kms
22. **NH-72A** : Chhutmalpur up to Uttranchal Border- 30 kms
23. **NH-73** : From Uttranchal Border - Saharanpur - Sarsawa up to Haryana Border - 60 kms
24. **NH-74** : From Uttranchal Border - Najibabad - Nagina - Dhampur - Afzalgarh - [[Uttranchal Border - Amaria - Jahanabad - Pilibhit - Nawabganj - Bareilly - 147 kms
25. **NH-75** : From MP Border - Karari - Jhansi -Makrar - Maurampur - [[MP Border - Dudhinagar - Wyndhamganj - 110 kms
26. **NH-76** : From MP Border - Jhansi - Mauranipur - MP Border - Kulpahar - Mahoba - Banda - Karwi - Mau - Jasra - Allahabad - Mirzapur - 587 kms
27. **NH-86** : Kanpur - Ghatampur - Hamirpur - Maudaha - Kabrai - Mahoba - MP Border. 180 kms
28. **NH-87** : Rampur - Bilaspur up to Uttranchal Border- 32 kms
29. **NH-91** : Ghaziabad - Dadri - Sikanderabad - Bulandshahr - Khurja - Amiya - Aligarh - Etah - Kannauj - Kanpur - 405 kms
30. **NH-91A** : The highway starting from its junction with NH 2 near Etawah connecting Bharthana - Bidhuna - Bela and terminating at its junction with NH 91 near Kannauj - 126 kms
31. **NH-92** : Bhongoan - Bewar - Kishni - Etawah - Udi up to Rajasthan Border - 75 kms
32. **NH-93** : Agra - Hathras - Aligarh - Babrala - Chandausi - Bilari - Moradbad- 220 kms
33. **NH-96** : Faizabad - Sultanpur - Bela - Pratapgarh - Soraon - Allahabad- 160 kms
34. **NH-97** : Ghazipur - Zamania - Saiyed Raja - 45 kms
35. **NH-119** : The highway starting from its junction with NH 58 near Meerut connecting Mawana - Bahsuma - Bijnor - Kiratpur - Najibabad and up to Uttranchal border. 125 kms

Table 4.7
Distance Chart from Lucknow

City	Distance	City	Distance	City	Distance
Agartala	2087	Guntur	1598	Panaji	1877
Agra	363	Gurgaon	527	Paradwip	1233
Ahmedabad	1154	Guwahati	1479	Pathankot	973
Aizawl	1945	Gwalior	553	Patna	535
Ajmer	726	Haldia	1104	Pondicherry	2127
Akola	1123	Hasan	1997	Porbandar	1548
Aligarh	369	Hissar	661	Pune	1382
Allahabad	238	Hubli	1829	Purulia	766
Ambala	689	Hyderabad	1366	Raipur	878
Amritsar	944	Imphal	1963	Rajkot	1370
Asansol	754	Indore	772	Rameshwaram	2529
Aurangabad	1174	Jabalpur	581	Ranchi	709
Bhaktiyarpur	583	Jaipur	595	Ranipettai	2147
Bangalore	1928	Jaisalmer	1165	Raurkela	931
Barauni	646	Jalandhar	861	Rohtak	568
Bardhaman	857	Jammu	1080	Sagar	495
Bareilly	243	Jamnagar	1456	Saharanpur	573
Belgaum	1718	Jhamshepur	841	Salem	2131
Bellary	1733	Jhansi	297	Sambalpur	1033
Bhagalpur	770	Jodhpur	926	Shahjahanpur	168
Bhavnagar	1341	Jorhat	1782	Siliguri	1004
Bhopal	678	Kakinada	1715	Shillong	1579
Bhubaneswar	1265	Kandla	1433	Shimla	840
Bikaner	916	Kanniyakumari	2609	Shivpuri	398
Bilaspur	767	Kanpur	77	Silchar	1805
Calcutta	980	Kochi	2461	Solapur	1498
Chandigarh	738	Kohima	1818	Srinagar	1373
Chennai	1962	Kohlapur	1615	Surat	1237
Chittardurga	1861	Kota	621	Thane	1322
Coimbatore	2268	Kozhikode	2283	Thanjavur	2319
Cuttack	1240	Krishnagiri	2019	Thiruvananthapuram	2681
Dehru Dun	582	Kurnool	1576	Thrissur	2382
Delhi	497	Ludhiana	802	Tiruchchirappalli	2265
Dhanbad	708	Madurai	2374	Tirunelveli	2528
Dhule	1031	Mangalore	2162	Tirupati	1958
Dibrugarh	1918	Meerut	451	Tuticorin	2509
Dimapur	1753	Moradabad	339	Udaipur	906
Dindigul	2308	Motihari	468	Ujjain	741
Durgapur	794	Mumbai	1365	Ulhasnagar	1319
Ganganagar	906	Muzaffarnagar	502	Vadodara	1095
Gangtok	1118	Muzaffarpur	524	Varanasi	300
Gaya	550	Mysore	2067	Vijayawada	1566
Ghaziabad	478	Nagpur	879	Vishakhapatnam	1468
Ghaziipur	350	Nanded	1257	Warangal	1329
Gorakhpur	266	Nashik	1180		
Gulbarga	1519	Nellore	1790		

Air Transport

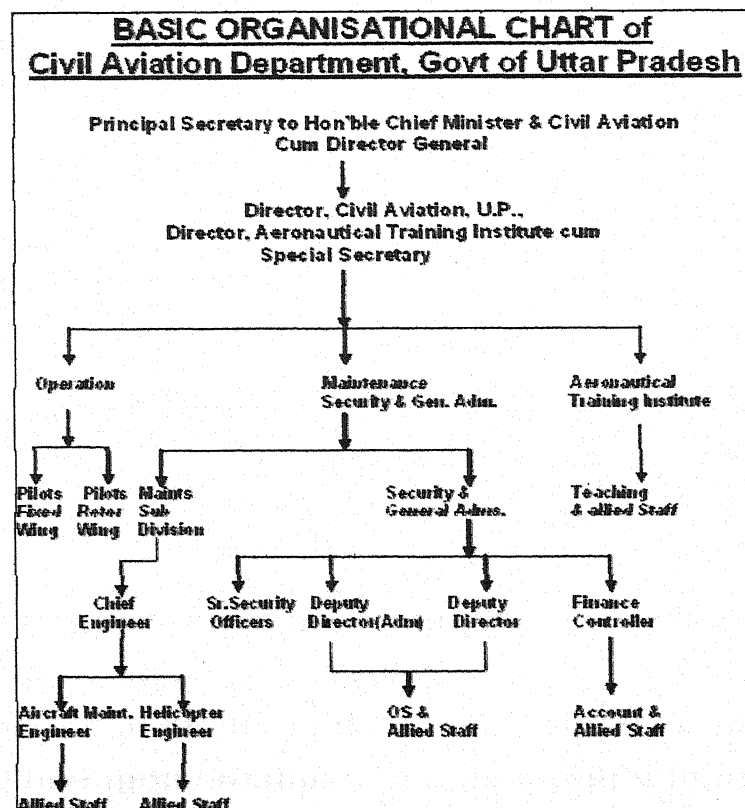
Air transport is the most significant contributor to tourism development at national level and while catering to the foreign tourists. The role of air transportation as the fastest mode of transport reaching the destinations at the quickest possible time need not be over

emphasized. But in addition to this role the air transport play another major role while traversing to destinations located or need to be passed through inaccessible areas by other modes. The air transportation is particularly beneficial to the remote and inaccessible areas so that the benefits of tourism are far reaching and evenly re-distributed. The responsibility of promoting aviation in Uttar Pradesh lies with Civil aviation Department, established under Uttar Pradesh government.

The main Functions of Civil Aviation Department, Govt of Uttar Pradesh are as follows:

- Providing air links at the time of distress and for law and order purpose
- Providing training in Aircraft Maintenance Engineering for the purpose of AME License conducted by DGCA, New Delhi, INDIA.
- Providing maintenance of State owned Aircrafts and Helicopters.
- Private Sector Participation for imparting Training on Aircraft Maintenance & Flying.

Figure 4.3



The government of Uttar Pradesh is trying to foster the development and strengthening of the existing infrastructural facilities of aviation. The Table 4.8 provides the list of prominent airstrip alongwith the districts indicating that airstrips have been established in all the major cities not having domestic airport. Infact, the domestic and international airports at Varanasi, Agra, Lucknow Gorakhpur are being managed and maintained by Airport authority of India.

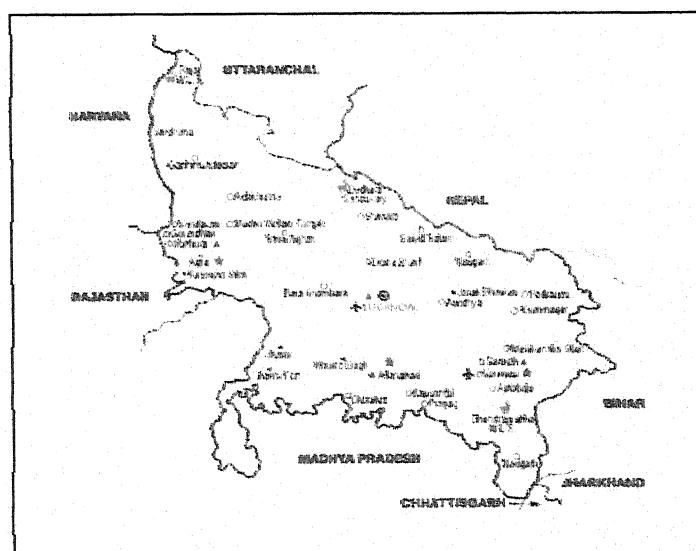
Table 4.8

Airstrips of Uttar Pradesh

Airstrip	District
Albarpur	Amedkar Nagar
Andhau	Ghaziipur
Amhat	Sultanpur
Dhanipur	Aligarh
Dr Bhimrao Ambedkar	Merrut
Farrukabad	Farrukabad
Faizabad	Faizabad
Kasbi	Kushinagar
Muirpur	Sonbhadra
Paliya	Kheri
Safai	Etawah
Shravasti	Shravasti

Figure 4.4

Air Network of Uttar Pradesh



Uttar Pradesh Travel Agents

The travel agents, tour operators and travel intermediaries play a very crucial role in proving the requisite liaison and facilitation to the tourist. The state has several registered travel agents and tour operators in all the important towns and cities, many of them have obtained membership of the leading trade associations like Indian association of tour Operators and Travel agents Association of India, which speaks of the professionalism of

the entrepreneurs. To name a few of the featured Uttar Pradesh tour operators are like, All India Holidays, Noida; Unique Travel Corporation, Noida; Temple Tours And travels Varanasi; Caretaker Tours and Travels Fatehabad Road, Agra; Travel Bureau, Agra, Continental Travel Services Lucknow, Virgo Air Limited, Lucknow etc.

Rail

Railways are largely responsible for the development of tourism in within the national and sub national level by providing a fast, economical and comfortable mode of transport. In very rare cases and locations the railways caters to the tourism at interiors or at sub regional level. Yet, this is a preferable mode of transportation for all kinds of tourists on considerations of comfort, speed, cost and flexibility (Link 2004). At the regional level a single mode of transportation such as road transport with out railway transport or vice versa may not help in sustainable tourism and need to act complementary to each other. Also in the case of ecotourism development the regular cut offs of trains and stations, primarily in the semi-mountain and mountain regions or hilly areas has a negative impact both on the general accessibility and the use of railway transport by tourists.

Figure 4.5
Rail Network of Uttar Pradesh



The important railway stations are at Agra, Varanasi, Jhansi, Gorakhpur and Lucknow, which are conveniently networked by Railways with the rest of the country. Many express, super-fast and passenger trains service these stations on a regular basis.

Tourist Traffic to Uttar Pradesh

It is now universally acknowledged that apart from the touristic appeal, the quality of support infrastructure and, general weather conditions and state of natural environment, the effective and efficient management and organization of the tourism resources and institutions play an eminent role in creating an ideal *tourismagnetic setting* at the given destination. The estimated number of visitors location wise and by category has been presented in the Table 4.9, which reveals that at **Fatehpur Sikri** the Estimated No. of Days Visitors are 193203 and that the Total Visitors + Day Visitors are 202385, for **Agra** the figure is much higher at 1130481 for Estimated No. of Days visitors and 2183377 as the Total Visitors + Day Visitors, out of which the visitors alone at **Taj Mahal** stands at 530287. Talking of transit destination like **Jhansi** the figures are 63214 and 185632 as the Estimated No. of Day Visitors and the Total Visitors + Day Visitors, respectively. For the pilgrim destination like **Varanasi** the Estimated No. of Day Visitors are 1228778, whereas the Total Visitors + Day Visitors are 2790047.

Table 4.9
Locationwise Tourist Arrivals

Tourist Locations	No. of Domestic Overnight Visitors	No. of Foreign Overnight Visitors	Total Overnight Visitors	Estimated No. of Day Visitors	Total Visitors + Day Visitors
Taj Mahal	0	0	0	530287	530287
Agra Fort	0	0	0	201469	201469
Fatehpur Sikri	9182	0	9182	193203	202385
Ram Bagh	0	50851	50851	48717	99568
Sikandra	0	0	0	18128	18128
Itamaddaulah	0	0	0	17949	17949
Agra	848064	204832	1052896	1130481	2183377
Sangam	0	0	0	190261	190261
Fort	0	0	0	82994	82994
Patal puri Temple	0	0	0	47012	47012
Ashoka Pillar	0	0	0	38530	38530

Mankameshwar Temple	0	0	0	97872	97872
Anand Bhawan	0	0	0	16191	16191
Allahabad	408229	5030	413259	804872	1218131
Phool Bagh	0	0	0	18455	18455
Zoological Garden	0	0	0	39162	39162
Kamla Retreat	0	0	0	12405	12405
Kanpur	269940	471	270411	72278	342689
Residency	0	0	0	62772	62772
Chota Imambada	0	0	0	80398	80398
Bada Imambada	0	0	0	87272	87272
Roomi Darwaza	0	0	0	47787	47787
Kaiserbagh Palace	0	0	0	42487	42487
Lucknow	528959	1073	530032	351420	881452
Museum	0	0	0	83125	83125
Gita Mandir	0	0	0	135920	135920
Kans Quila	0	0	0	182988	182988
Vrindavan	204331	527	204858	1756584	1961442
Goverdhan	5843	105	5948	200454	206402
Gokul	0	0	0	182651	182651
Barsana	0	0	0	148578	148578
Mathura	221224	972	222196	2958236	3180432
Ghats	0	0	0	489391	489391
Banaras Hindu University	0	0	0	33244	33244
Tulsi Manas Temple	0	0	0	55482	55482
Ram Nagar Fort	0	0	0	41349	41349
Bharat Mata Temple	0	0	0	74268	74268
Durga Temple	0	0	0	80698	80698
Sarnath	3695	1259	4954	60180	65134
Varansi	1435838	125431	1561269	1228778	2790047
Deshavatar Temple	0	0	0	82034	82034
Museum	0	0	0	57355	57355
Total Lalitpur	38380	0	38380	164658	203038
Jhansi	121575	843	122418	63214	185632
Chitrakoot	24222	217	24439	29169	53608
Ayodhya	75576	0	75576	53109	128685
Gulabari	0	0	0	10186	10186
Faizabad	16449	0	16449	47341	63790
Shravasti	23106	24242	47348	16317	63665
Barabanki	18704	318	19022	14219	33241
Garhmukteshwar	9463	0	9463	99638	109101
Hastinapur	6360	0	6360	14862	21222
Sardhana	1408	0	1408	44012	45420
Total Meerut	9108	0	9108	47250	56358
Kapilavastu	382	480	862	6300	7162
Kushinagar	8755	22675	31430	18249	49679
Mirzapur	40342	330	40672	16433	57105
Sitapur	15672	1236	16908	13000	29908
Gorakhpur	130248	11089	141337	56215	197552
Lakhimpur Kheri	17643	405	18048	25823	43871
Bharaich	2070	0	2070	28772	30842
Total	4494768	452386	4947154	12852484	17799638

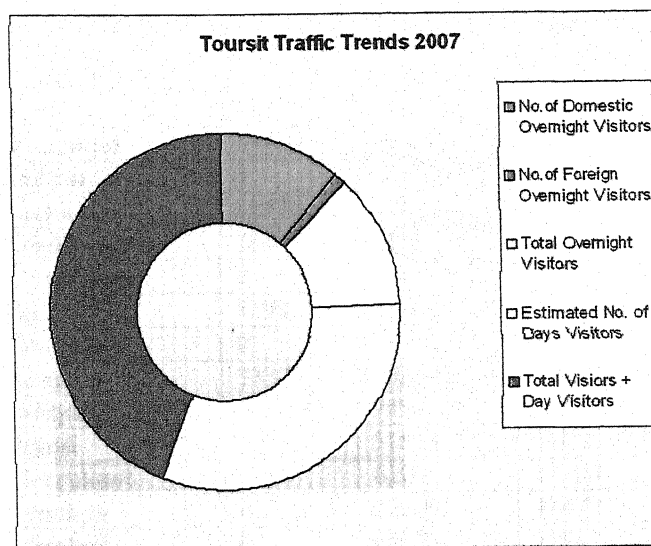
The Tourist have been classified into domestic overnight and foreign overnight visitors. The statistics of tourist arrivals in the 1326 accommodation units have been collected in state of Uttar Pradesh which are given in the table 4.10.

Table 4.10
Location wise Tourist Arrivals (Domestic)
Availing Accommodation

Locations	Accommodation Unit	Friends & Relatives	Total
Agra	804237	53009	857246
Allahabad	382219	26010	408229
Kanpur	254525	15415	269940
Lucknow	492810	36149	528959
Vrindavan	197894	6437	204331
Goverdhan	5703	140	5843
Mathura	213843	7381	221224
Sarnath	3661	34	3695
Varanasi	1298811	137027	1435838
Lalitpur	37735	645	38380
Jhansi	119451	2124	121575
Chitrakoot	23888	334	24222
Ayodhya	71281	4295	75576
Faizabad	16128	321	16449
Shravasti	23016	90	23106
Barabanki	18540	164	18704
Garhmukteshwar	8685	778	9463
Hastinapur	6278	82	6360
Sardhana	1374	34	1408
Total Meerut	8874	234	9108
Kapilavastu	373	9	382
Kushinagar	8491	264	8755
Mirzapur	39799	543	40342
Sitapur	15599	73	15672
Gorakhpur	125876	4372	130248
Lakhimpur Kheri	17208	435	17643
Bharaich	2036	34	2070
Total	4198335	296433	4494768

The Total visitors in the State of Uttar Pradesh for the period of April 2005-March 2006 were 17799638, out of this 4494768 were Domestic Overnight Visitors 452386 were Foreign Overnight Visitors and 12852484 were Day Tourists.

Figure 4.6



The Table 4.10 above indicates that the total Domestic Overnight Visitors and their availing of accommodation facilities shows that out of the total 4494768 domestic tourist 296433 stayed with their friends and relatives whereas 4198335 had used rented accommodation including Hotels.

The categorywise usage of accommodation by the overnight domestic visitor is indicated in Table 4.11, clearly indicates that the star category Hotel establishments are used by tourist in prominent cities like Agra, Varanasi, Allahabad and Lucknow the number varying from 35173, 33326, 13410 and 12779, respectively. In the year 2007 the total tourist traffic (domestic) availing accommodation in Uttar Pradesh are 111385 for star category properties and 2026492 stayed in unstarred properties, whereas 2060458 persons availed other category of accommodation like friends and relatives or complementary accommodation.

Table 4.11
Domestic Tourist Availing Accommodation
Category wise

Location	Starred	Unstarred	Others	Total
Agra	35173	533914	235150	804237
Allahabad	13410	240292	128517	382219
Kanpur	0	150066	104459	254525
Lucknow	12779	254714	225317	492810
Vrindavan	3347	48337	146210	197894
Goverdhan	0	1843	3860	5703
Mathura	8298	86369	119176	213843
Sarnath	0	0	3661	3661
Varanasi	33326	502509	762976	1298811
Lalitpur	0	9495	28240	37735
Jhansi	1382	51613	66456	119451
Chitrakoot	0	6100	17788	23888
Ayodhya	0	22809	48472	71281
Faizabad	0	6537	9591	16128
Shravasti	1263	8501	13252	23016
Barabanki	0	9217	9323	18540
Garhmukteshwar	0	0	8685	8685
Hastinapur	0	0	6278	6278
Sardhana	0	0	1374	1374
Meerut	0	2536	6338	8874
Kapilavastu	0	197	176	373
Kushinagar	51	2506	5934	8491
Mirzapur	0	16601	23198	39799
Sitapur	0	0	15599	15599
Gorakhpur	944	72871	52061	125876
Lakhimpur Kheri	0	0	17208	17208
Bharaich	0	877	1159	2036
Total	111385	2026492	2060458	4198335

Going by table 4.12, indicates Foreign Tourist and their availing of accommodation facilities by different categories which reveals that good number of visitors stay in unstarred accommodation. Among all the tourist who availed accommodation in Uttar Pradesh i.e, 452386, 283737 stayed in untarred hotel establishments and 31537 stayed in Star Hotels.

Table 4.12
Foreign Tourist
Availing accommodation Facilities (Category wise)

Location	Starred	Unstarred	Others	Total
Agra	19591	200326	35766	255683
Allahabad	363	3868	799	5030
Kanpur	0	389	82	471
Lucknow	225	802	46	1073
Vrindavan	0	284	243	527
Goverdhan	0	54	51	105
Mathura	162	626	184	972
Sarnath	0	1190	69	1259
Varanasi	8064	43760	73607	125431
Lalitpur	0	0	0	0
Jhansi	0	560	283	843
Chitrakoot	0	145	72	217
Ayodhya	0	0	0	0
Faizabad	0	0	0	0
Shravasti	0	12268	11974	24242
Barabanki	0	142	176	318
Garhmukteshwar	0	0	0	0
Hastinapur	0	0	0	0
Sardhana	0	0	0	0
Meerut	0	0	0	0
Kapilavastu	0	393	87	480
Kushinagar	1994	11928	8753	22675
Mirzapur	0	286	44	330
Sitapur	0	0	1236	1236
Gorakhpur	1138	6716	3235	11089
Lakhimpur Kheri	0	0	405	405
Bharaich	0	0	0	0
Total	31537	283737	137112	452386

It is evident from the Table 4.13 below that the majority of the visitors in the State were aged between 35-44 years, that is 32.2% and 38.8% of Domestic and Foreign tourist belongs to this age group category. Also the table reveals that the majority of tourist belongs to the age group of 25-44 years, which stands at .55.4% of the total tourist traffic to Uttar Pradesh.

Table 4.13
Age Classification of Tourist

Age Group	Domestic	Foreign	Total Visitors
0-14 Years	4.9	3.2	4.7
15-24 Years	8.7	7.4	8.6
25-34 Years	23.1	17.1	22.6
35-44 Years	32.3	38.1	32.8
45-54 Years	17.0	15.3	16.9
55-64 Years	10.3	14.6	10.8
65 Years and above	3.6	4.3	3.7
Total	100.0	100.0	100.0

The male population dominates very heavily among the domestic and foreign tourist visiting Uttar Pradesh. The male-female the Ratio of visitors stands at 72.7: 27.3 and 68.2: 31.8 for domestic and Foreign tourist, respectively, as indicated in the table 4.14..

Table 4.14
Gender Classification of Tourist

Gender	Percentage		
	Distribution		
	Domestic	Foreign	Total Visitors
Male	72.7	68.2	72.3
Female	27.3	31.8	27.8
Total	100.0	100.0	100.0

Majority of the domestic visitors to the state during the period were Professionals, Businessmen and those engaged in private services as well as Government services. The majority of Foreign overnight visitors were engaged in private Service as revealed in table 4.15 below.

Table 4.15
Occupation of Visitors

Occupation	Category of Visitor		
	Domestic	Foreign	Total Visitors
Businessmen/Industrialists /Trader/Shopkeeper	19.1	16.8	18.9
Professional	29.0	19.7	28.1
Government Service	15.8	18.1	16.0
Private Service	17.1	19.9	17.3
Agriculture	1.4	5.4	1.7
Student Researcher	14.7	8.9	14.3
House wife	0.8	5.6	1.2
Retired	1.7	4.1	1.9
Others	0.4	1.7	0.5
Total	100.0	100.0	100.0

The Annual Income Table 4.16 of Domestic visitors to the State reveals that above 34 % of the visitors belong to the annual income group between Rs.100,001-200000, followed by those who have less than Rs 60000 income. Only 2.4% population of Domestic visitors have income more than Rs 5 Lakhs.

Table 4.16
Domestic Tourist and their annual Household income

Annual Household income (Rs.)	Percentage Distribution
Less than 60000	30.8
60001-100000	22.5
100001-200000	34.2
200001-500000	10.1
Above 500001	2.4
Total	100

The statistics collected by ACNielsen Org-Marg reveals that the average Household income of those who availed stay in Hotels and stayed with friends and relatives had a marginal difference only. The table below 4.17, indicates that there is only a marginal difference in income for the domestic overnight visitors availing accommodation facility at Accommodation Units and those availing the same with Friends and Relatives. The average income for those availing accommodation facilities is in the tune of Rs.224105 and those availing accommodation with friends and relatives is in tune of Rs.196301 respectively.

Table 4.17
Average Household income of Domestic Tourist

	Accommodation Units	Friends and Relatives	Mean for all
Average Household income (in Rs.)	224105	196301	464487

Table 4.18
Annual Household Income of Foreign Tourist

Annual Household Income(\$)	Percentage Distribution
Upto 15,000	38.6
15001-35000	14.7
35001-50000	18.4
50001-70000	12.0
70001-180000	9.1
Above 180001	7.1
Total	100

The table 4.18 above, clearly depicts the fact that for considerable percentage of foreign tourist to the State during the period 2006-2007, the household income is upto \$15000 (38.6%).

Table 4.19
Average Household Income Foreign Tourist

	Accommodation Units	Mean for all
Average Household income (in\$)	88411	88411

The average household income for the foreign Tourist visiting the State of Uttar Pradesh is in tune of \$88411, as indicated in Table 4.19 above.

Table 4.20
Purpose of Visit

Purpose of Visit	Percentage Distribution		
	Domestic	Foreign	Total Visitors
Cultural Activities	46.6	65.2	48.3
Resorts	9.4	3.7	8.9
Wildlife	10.1	3.1	9.5
Others	7.6	2.5	7.1
Visiting Friends and Family	5.5	2.7	5.2
Business & Professional	9.3	2.5	8.7
Health and Treatment	0.8	0.7	0.6
Social/Religious Function	7.0	16.7	8.2
Pilgrimage	3.6	1.9	3.3
Conference	0.1	1.0	0.1
Total	100.0	100.0	100.0

It is discernable from the table 4.20 above, that majority of the tourist (both foreign as well as domestic) were visiting the state for cultural activities (46.6%). I

Table 4.21
Propensity of Availing Package Tours

	Domestic Tourist	Foreign Tourist	All Visitors (Domestic and Foreign)
Percentage of Visitors availing package tour	24.5	19.5	24.1

The findings of ACNielsen Org-Marg and Ministry of Tourism, Govt of India, reveal the fact that propensity of availing package tours for the period 2006-2007, is higher in domestic tourist than in foreign tourist.

Table 4.22
Travel Arrangements

Travel Arrangements made by	Domestic Tourist	Foreign Tourist	All Visitors (Domestic and Foreign)
Self	50.7	48.4	54.5
Office/Employer	18.3	17.1	20.0
Travel Agents	12.6	14.1	13.9
Travel Operators	12.0	9.0	16.7
Others	6.4	11.3	7.3
All	100.0	100.0	100.0

Majority of foreign as well as domestic tourist visiting Uttar Pradesh have indicated that they have made their travel arrangements themselves as revealed in Table 4.22 above. Almost 31% of visitors have taken the assistance from the professional Tour Operators and Travel Agents. The Table 4.23 below reveals that 37.4% of visitors (including Domestic and Foreign Tourist) stay for two days whereas those staying for more than 6 days constitute only 3.7%. Hence the fact remains that majority of overnight visitors have indicated that they have put up in the respective centers for a periods of 2 nights.

Table 4.23
Average Night Spent

Category of Visitor	Night Stay				
	1-Night	2Nights	3 Nights	4-5 Nights	6-10 Nights
Foreign	17.9	37.8	24.4	15.4	4.4
Domestic	19.3	38.4	28.3	10.3	3.8
All	18.7	37.4	27.2	10.1	3.7

The table below 4.25, speaks on the locationwise Tourist check-in in various accommodation units and the total Bed Night Spent by them. The table reveals that the Domestic Tourist had spent 8335354 Bed Nights at various Destination and the Foreign Tourist had spent 965681 bed Nights.

Table 4.25
Location wise Tourist and Bed night spent

Centers	No. of Guest Checked in		Total No. of Bed Night Spent	
	Domestic	Foreign	Domestic	Foreign
Agra	804237	255683	1240414	444194
Allahabad	382219	5030	715478	11641
Kanpur	254525	471	514067	1020
Lucknow	492810	1073	784522	1906
Vrindavan	197894	527	362721	1204
Goverdhan	5703	105	9020	173
Mathura	213843	972	334505	1831
Sarnath	3661	1259	11365	264324
Varanasi	1298811	125431	3443722	135184
Lalitpur	37735	0	61659	5893
Jhansi	119451	843	204435	675
Chitrakoot	23888	217	57734	690
Ayodhya	71281	0	112042	0
Faizabad	16128	0	25524	0
Shravasti	23016	24242	29895	36212
Barabanki	18540	318	24751	761
Garhmukteshwar	8685	0	9042	0
Hastinapur	6728	0	8409	0
Sardhana	1374	0	2177	0
Meerut	8874	0	18012	0
Kapilavastu	373	480	570	567
Kushinagar	8491	22675	13862	39544
Mirzapur	39799	330	60132	320
Sitapur	15599	1236	17123	1992
Gorakhpur	125876	11089	247154	16953
Lakhimpur Kheri	17208	405	23347	597
Bharaich	2036	0	3672	0
Total	4198335	452386	8335354	965681

Table 4.26
Foreign Tourist - Origin and Bed Night spent

Country	No.of Foreign Overnight Visitors	Bed Night spent
UK	38909	78767
USA	49294	100335
Canada	28799	57204
Germany	29731	62888
Other European Countries*	15644	40943
Australia	27917	54849
Sri Lanka	31010	57283
France	26664	59799
Japan	38594	93414
Malaysia	3743	7008
Singapore	4375	9032
Italy	14477	33323
Nepal	30192	48244
Netherlands	7207	16350
Korea	19320	46364
Israel	15054	41781
Pakistan	4293	7749
Bangladesh	11168	20487
UAE	6565	12556
Spain	11717	30892
Switzerland	7316	17816
China	5952	11659
Saudi Arabia	1742	3282
Greece	5465	12375
Others	11192	28426
Belgium	6046	12855
Total	452386	965681

***Other European countries**

(Russia, Turkey, Austria, Poland, Norway, Finland, Romania ,Cyprus , Georgia)

The table 4.26 above indicates the fact that majority of the overnight visitors to the State of Uttar Pradesh during the month of April 2006- March 2007 were from the United States, U.K. and Japan, and those from USA being the fore-runner by spending 100335 Bed Nights and recording tourist arrivals at 49294

The table below 4.27, indicates the centre wise spread of hotels, available rooms and beds. In totality there are 1326 hotels having 21846 Rooms and 40845 Beds available in the State of Uttar Pradesh. Varanasi has maximum bed capacity of 9298 beds followed by Agra having 7494. the capital city Lucknow has 4040 beds spread over 112 hotel establishments across the capital.

Table 4.27
Centre wise spread of Accommodation Units

Locations	No. Hotels	No. of Rooms	No. of Beds
Agra City	198	3812	7494
Fatehpur Sikri	10	99	220
Allahabad City	58	1327	2443
Kanpur City	98	1331	2275
Lucknow City	115	1986	4040
Sitapur	22	341	467
Lakhimpur Kheri	14	215	380
Vrindavan	96	597	1281
Mathura City	112	946	1775
Varanasi city	285	5460	9298
Sarnath	4	51	128
Jhansi City	60	919	1868
Lalitpur	15	179	398
Meerut	21	1210	2150
Hastinapur	14	490	1028
Sardhana	2	40	80
Faizabad	27	485	810
Barabanki	14	257	255
Bahraich	15	125	210
Shravasti	7	165	344
Ayodhya City	12	205	394
Chitrakoot	17	111	260
Garhmukteshwar	26	260	626
Kapilvastu	1	5	12
Kushinagar	4	56	123
Gorakhpur	62	1020	2150
Mirzapur	17	154	336
Total	1326	21846	40845

The variation of occupancy on a centre wise basis is indicated in the table 4.28 below discerns the fact that winter months are more suitable for Domestic and foreign Tourist as the occupancy rate during winters is on higher side for majority of centers. Owing to the summer vacations of school children the summers too, especially June and July months

also have indicated high level of Occupancy rate in some centers like Agra , Kanpur and Varanasi.

Table 4.28
Centre wise Occupancy Rate

Locations	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Agra City	47.2	55.4	50.3	11.6	62.8	73.8	68.2	71.0	67.5	71.8	57.6	59.7
Fatehpur Sikri	0.0	0.0	0.0	32.6	33.1	40.1	0.0	0.0	32.2	0.0	0.0	0.0
Allahabad City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kanpur City	32.7	42.1	36.9	5.6	28.7	33.7	31.7	28.4	38.2	44.8	89.0	31.9
Lucknow City	49.0	56.0	50.4	13.5	22.3	26.4	23.3	29.9	29.7	46.6	39.3	45.8
Sitapur	13.1	12.5	11.7	43.4	9.3	7.3	4.6	4.7	7.3	3.5	0.0	2.3
Lakhimpur Kheri	17.6	20.8	16.2	0.0	0.0	0.0	20.8	18.0	17.6	26.5	0.0	18.3
Vrindavan	29.8	38.1	35.1	51.1	31.5	9.8	33.7	41.6	36.8	95.1	40.3	81.1
Mathura City	26.7	35.1	32.8	32.4	24.2	13.0	22.9	28.4	22.7	70.8	89.5	72.1
Varanasi city	37.5	41.2	36.1	0.9	95.0	97.9	89.7	21.8	33.4	36.2	22.4	38.5
Sarnath	19.2	31.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.3	39.6	20.3
Jhansi City	17.4	22.3	18.3	17.9	17.3	30.3	16.5	13.6	11.6	16.4	17.9	16.7
Lalitpur	78.2	82.1	76.6	0.0	0.0	0.0	0.0	0.0	0.0	29.5	25.4	28.0
Meerut	2.5	3.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.6	1.9
Hastinapur	0.9	1.1	1.6	3.3	3.6	3.3	3.4	0.0	0.0	1.1	1.3	0.8
Sardhana	8.0	5.9	5.9	0.0	0.0	0.0	1.6	1.0	1.6	16.7	9.5	7.5
Faizabad	8.5	10.2	10.0	0.0	0.0	0.0	0.0	0.0	0.0	13.1	12.7	12.6
Barabanki	21.4	20.5	15.4	23.6	23.4	24.1	45.1	19.7	22.8	21.3	2.8	4.9
Bahraich	3.3	5.5	6.5	0.0	0.0	0.0	0.0	0.0	0.0	6.3	6.5	4.4
Shravasti	15.3	12.6	14.3	21.9	25.3	65.0	23.9	38.3	27.4	30.2	87.5	33.9
Ayodhya City	66.8	69.2	60.8	3.7	39.7	43.4	40.0	32.5	25.6	92.1	53.3	78.9
Chitrakoot	29.9	28.1	29.1	2.8	19.1	22.4	39.0	26.1	30.8	33.6	19.6	27.9
Garhmuktes hwar	0.0	0.0	0.0	14.4	11.1	12.5	10.1	0.0	0.0	1.6	0.0	0.0
Kapilvastu	34.1	31.3	25.3	8.9	6.5	22.2	0.0	40.3	48.6	28.0	34.9	32.8
Kushinagar	27.7	20.6	21.9	31.9	5.9	10.8	32.9	16.2	15.3	35.9	45.9	33.8
Gorakhpur	22.9	18.0	20.9	0.0	0.0	0.0	29.8	18.4	25.0	21.0	36.7	23.1
Mirzapur	28.1	31.3	27.7	38.9	31.8	43.4	40.6	49.1	46.1	35.1	18.8	7.2

One of the crucial component of Tourism is presence of human element, hence, the scholar felt that the study on Organization and Management of Tourism in Uttar Pradesh shall not be complete without a systematic study on the employees of the Tourism

establishments rendering services to the tourist broadly under two heads, i.e., employees in star categories accommodation and employees in unstarred category accommodation.

The table below 4.29, indicates that there are 2425 permanent and 480 temporary employees employed in the starred accommodation units in the state. Majority of the permanent employees are in F&B Service, House keeping, F&B and Kitchen Departments. Similar trends also observed amongst temporary employees.

Table 4.29
Employment Profile in Starred Accommodation Units

Department	Permanent		Temporary	
	No of Employees	%age	No of Employees	%age
Management Team	193	8.0	12	2.5
Front Office	282	11.6	38	7.9
F&B (Service)	436	18.0	155	32.3
F&B (Kitchen)	330	13.6	92	19.2
House Keeping	346	14.3	64	13.3
Accounts	137	5.6	9	1.9
EDP	18	0.7	0	0.0
Security	198	8.2	27	5.6
Sales & Store	30	1.2	10	2.1
Human Resources	25	1.0	2	0.4
Public Relation	10	0.4	1	0.2
Engineering	152	6.3	13	2.7
Telephone	84	3.5	15	3.1
Health Club	43	1.8	1	0.2
Laundry	55	2.3	6	1.3
Other Departments	86	3.5	35	7.3
Total	2425	100.0	480	100.0

Employment profile in the unstarred category accommodation as indicated in Table 4.30 discerns that there are 2210 permanent and 656 temporary employees in the unstarred accommodation units in the state. Majority of the permanent employees are in F&B Service Department followed by Front office, House Keeping, F&B (Kitchen) as well as Management Team. Majority of the temporary employees are involved in F&B (Service) Dept apart from Housekeeping.

Table 4.30
Employment profile in unstarred accommodation Units

Department	Permanent		Temporary	
	No of Employees	%age	No of Employees	%age
Management Team	277	12.5	50	7.6
Front Office	370	16.7	96	14.6
F&B (Service)	483	21.9	162	24.7
F&B (Kitchen)	286	12.9	101	15.4
House Keeping	316	14.3	113	17.2
Accounts	109	4.9	18	2.7
EDP	27	1.2	13	2.0
Security	154	7.0	50	7.6
Sales & Store	12	0.5	6	0.9
Human Resources	6	0.3	3	0.5
Public Relation	4	0.2	1	0.2
Engineering	11	0.5	12	1.8
Telephone	12	0.5	3	0.5
Health Club		0.0	1	0.2
Laundry	14	0.6	11	1.7
Other Departments	129	5.8	16	2.4
Total	2210	100.0	480	100.0

After all tourists product, which is the appeal itself, is a common property resource, therefore the professional institutions need to change their viewpoint with regards to marketing the destination, not going into who gives how much and who gains how much? Ultimately it rests on how many people visit the destination which ultimately decides the overall performance. Therefore it becomes the professional and ethical responsibility of each of the travel and hospitality service provider of the concerned destination to contribute towards its marketing. To this effect Department of Tourism, Govt of UP, comes a forerunner, as it has been consistently promoting Uttar Pradesh's art, history and culture; be it for its own vested interests, though for its own advantage. Evidently, Uttar Pradesh is one of the destinations par excellence, in so far as the cultural tourists are concerned. The fabulous and still age old legacy of the fascinating architecture and particularly sculptures is one of unparalleled examples if one goes into historical perspective. Differently interpreted by artisans, archaeologists, historians, anthropologists and scholars of philosophy.

Putting it other way round, even the areas with lesser tourism resource potential but equipped with requisite support infrastructure has greater development potential than those with rich tourist resource treasure but very poor infrastructure. Promoting tourism in infrastructural strong areas is more convenient both from time and money view points. Naturally, potential tourism enterprises too, prefer to invest in such areas, in view of the lesser cost of development vis-à-vis possibility of access to a greater market segment. Fact remains that the quality of tourist plant facilities at a destination are necessarily determined by the quality of available basic infrastructure and its organization and Management. Otherwise also, quality infrastructure has decisive impact on the economy as a whole as it acts as a strong stimulant to economic development besides effectively activating the latent entrepreneurship. Not only this, from resident view point, modernization of infrastructure leads to improvement in the living standard, enhancement in awareness and effective interaction with the out side world etc, in addition to expansion of trade and industries.

As such provision of requisite infrastructure at a given place/area consumes considerable time to create and, involves substantial capital investment. Thus, it is generally expected that central and local government work on the infrastructure, since the supra-structure can subsequently be developed by the private sector.

Coming back, the infrastructural requirements are too diverse and at times too specific, depending in the type touristic appeal and the range of tourist activities possible/or to be developed at a given destination. Interestingly, same tourist visiting different destination or traveling under different motive may have different set of demands guided by his/her purpose of visit vis-à-vis expectations with regard to the given destination.

A place could become a tourist destination only if it has some attractions backed by an image in the minds of the prospective tourists and has necessary supporting facilities alongwith effective organization and management. In addition to a broad base of activities and capacity to generate interest to dwell in the destination for several days,

there should be sufficient support facilities, which together can create a destination image. For a good destination from the tourism point of view in general the various dimensions and attributes have been necessary.

References

- A Hasan & J C Das, *People of India Uttar Pradesh* Volume XLII, Manohar Publications
- Agarwal, R.C. 1953, *India as Known to Panini*, Lucknow: The University Press.
- Bagri, S.C. & Bhatt, A.K. 1997: *Sustainable Tourism Planning and Development*, Conference Report, Aug. 8-10, Gwalior
- Banaras Hindu University (PDF). Indian Academy of Sciences. 2005-07-26.
- Bouydo, John, J. 1976, *Tourism and Development*, London Cambridge University press.
- Census Population (PDF), Census of India, Ministry of Finance India.
- Cherter Bowels, 1967, "Tourism An Untapped Market," *The Pioneer*, Lucknow, April.
- D.O.T. Govt. of India, 2007- 08: *Tourism Statistics*, Marketing Research Division, New Delhi
- Department of Tourism, Uttar Pradesh, Tourism Activities, 2006-07
- Department of Tourism, Uttar Pradesh, Tourism Activities, 2007-08
- Governers of Uttar Pradesh, Upgov.nic.in.
- Prasad , Ram, 1967, "Role of Hotel Industry", *Illustrated Weekly of India* Vol. LXXXVII Publications
- Quaternary Science Reviews: Volume 27, Issues 3-4, February 2008, Pages 391-410
- Ritchie R. and Zins, Michael, 1978 "Culture Determinant of the Attractiveness of Tourism Region. *Annals of Tourism Research*, April- June.
- Salevam, M. 1989, *Tourism Industry in India : A Study in its Growth and Development Needs*.
- Somini Sengupta (May 12, 2007)., Brahmin Vote Helps Party of Low Caste Win in India, *The New York Times*.

Statistics, Govt of Uttar Pradesh, upgov.nic.in

Tourist Statistics, Department of Tourism, Uttar Pradesh, 2006-07

Tourist Statistics, Department of Tourism, Uttar Pradesh, 2007-08

UP Gazetteer, Govt of Uttar Pradesh, 1998

Virendra N. Misra and Peter Bellwood (1969), *Recent Advances in Indo-Pacific Prehistory*, Indo-Pacific Prehistory Association

Chapter V

Policies, Plans and Programmes

- A Critical Review

Chapter V

Policies, Plans and Programmes- A Critical Review

The policy document states that presently the existing hotels are to the tune of 2107 in the state but only 80 are in approved category with a total capacity of about 5000 beds. The policy envisages to increase the number of accredited/approved hotels to 300 and bed capacity to about 15, 5000 in the next ten years. With a optimism to raise the level of inbound foreign visitors from 7.2 lakh to approximately 30 lakh and domestic visitors from 360 lakh to 1000 lakh, while enhancing the level of investment from the present Rs. 350 crore per annum to a total investment of Rs.15,000 crores at current prices is made in the next decade.

The projections have been made to enhance the income generation from Rs.900/- to Rs.1000/- per domestic tourist and from Rs.34,000/- to Rs.45,000/- per foreign tourist (both at current prices) within a decade by attracting more upmarket tourists through value addition to the tourism product and improved facilities. Alongside providing direct employment to 5 lakh citizens and indirect employment to another 50 lakh citizens within the same period, through tourism development. The policy document also emphasize on the development of the necessary infrastructure facilities through effective private-public partnership. Special importance would be given to facilitate investment by NRI. Priority by the government would be given to the development of basic infrastructure facilities viz. roads, aviation services, rail, surface and water transport, assured electric supply, telecom facilities, drinking water, sewage facilities and accommodation.

Reorganisation of circuits for integrated development, publicity, promotion and marketing is also on the agenda. A master plan will be prepared for each circuit, utilizing services of expert consultants in the planning and execution. To create corpus funds for the development of basis amenities, conservation and maintenance dovetailing of funds

from different public and private sources would be undertaken. upgradation, modernization and profitable management of the UPSTDC and privatisation of units wherever necessary would be done with immediate effect.

Steps will be taken to develop and publicize new tourism products and attractions like Yoga, Spiritual knowledge, Ayurveda, Naturopathy, Adventure Sports, Eco-tourism, water cruises, film locations, diverse cuisines, traditional attire, and crafts, village life etc. Some of the other important policy decisions are:

- Promotion of eco-tourism in the hills, forests and areas with water bodies to preserve the environment.
- Restoration of ancient places, havelies, buildings, forts, and introduction of a Heritage Hotel Subsidy scheme.
- Formulation of standards for tourism units and introduction of an incentive scheme to facilitate their adoption by the private sector.
- Extensive projection of the available facilities, tourist sports and attractions of the state domestically and internationally through advertisements, films, C.D's, cassettes, website etc. Effective marketing through participation in domestic and international travel trade conferences, fairs and world marts, and organisation of Uttar Pradesh shows in identified cities of important countries.
- Effecting an awareness campaign in civil society to create a favourable atmosphere and affinity towards tourism.
- ✓ Effective coordination between various departments for developing tourism industry
- ✓ Establishing Paryatan Mitra (Friend of Tourism) for assisting entrepreneurs.
- ✓ Formation of Advisory Committees at District, Division and State level.
Formation of Tourism Promotion Councils at the district level.
- ✓ Well planned efforts to coordinate with the related Ministries of the Government of India.
- To create sufficient facilities for tourism related human resources development upgrading and improving the management of the Tourism Management Institute and Food Craft Institute, besides establishing new ones, if necessary.

- Strengthening and expansion of the departmental tourism organisation through a modern work culture and qualitative improvement in employees, better organisation of festivals, incentives to the tourism industry, and establishment of special cell for efficient collection of data and research work.

ACTION PLAN

Identification & Development of circuits for speedy Tourism Development:

The following circuits are identified for development. The activities related to promotion of tourism will receive priority attention in these circuits:

Buddhist circuit

Bundelkhand circuit

Braj (Agra-Mathura) circuit

Avadh circuit

Vindhya circuit

Forest, Eco tourism and Adventure sport circuit

Water-cruise circuit

The details of these circuits would be announced within a month, and the master plan for each of these circuits would be drawn within a year. A Circuit Development Committee would be set up in each of these circuits for guidance and monitoring of the implementation of these plans, which would have adequate participation of the travel trade.

Tourism related activities and units

The following activities will be regarded as related to the development of tourism and the units involved in these activities would be recognised as tourism units.

1. *Creation of tourism related infrastructure, like approach road, drinking water and electricity facilities, landscaping etc.*

2. *Hotel and Restaurants.*
3. *Wayside amenities with restaurants and parking space on National and State highways.*
4. *Tourist resort/tourist village.*
5. *Amusement parks and children parks etc*
6. *Establishment of walks like nature walks, city walks, heritage walks etc.*
7. *Manufacture and promotion of items related to the traditional crafts and other arts.*
8. *Works pertaining to preservation of cultural and historical heritage monuments.*
9. *Establishment of management of museums*
10. *Establishment of Tourist Information Centre.*
11. *Tourism related human resource development activities*
12. *.Tourism activities pertaining to environmental conservation/ Jungle safaris.*
13. *Paying guest scheme (Home stay facilities).*
14. *Facilities for adventure sports such as trekking, mountaineering rock-climbing, water sports, rafting and canoeing, skating, skiing, angling, aero-sports etc .including training in these activities.*
15. *Arranging package tours/conducted tours.*
16. *Establishment and operation of ropeways.*
17. *.Yoga, Ayurveda and Naturopathy centres*
18. *.Construction and operation of traditional Bajra/house boats etc*
19. *Establishment of boats clubs and operation of different types of boats.*

Development of Infrastructure Facilities

Uttar Pradesh is India's most important tourism destination. Foreign tourists mainly visit Agra and Varanasi while domestic tourist also visit the hill areas & various places like Haridwar, Allahabad, Mathura, Lucknow etc. Uttar Pradesh has the maximum potential

for the tourism development, hence it is critical that sufficient infrastructural facilities are created. Therefore infrastructure development will be given priority. The state industrial policy has outlined the strategy for development of basis infrastructure in the state. Tourism related infrastructure facilities at major destinations will be expanded and strengthened for the speed development of the tourism industry. There will be a major thrust on the following activities:

- *Regular electricity supply*
- *Modern telecom facilities*
- *Rail, Air & Water transport*
- *A convenient road network as per the state road policy*
- *Creation of accommodation facilities*
- *Water and sewage facilities*

Central assistance and matching grants will be availed off for strengthening facilities in tourism centres under the scheme announced by the Government of India. Besides, external assistance will be wought for second phase of the Buddhist circuit projects. Additionally, an approval would be obtained from the 11th Finance Commission and Asian Development Bank for the development of hill areas and Agra.

Besides, the assets of other departments viz. Irrigation, Public works, Forests, Revenue which have a tourist potential will be identified and developed by the Department of Tourism. If possible, such assets would be given on contract/lease to the private sector.

Similarly, an attempt will be made to change use of Government-assets from offices/Guest houses to tourism related usage.

Railway Transport

While the main destinations of U.P. are linked by rail, an attempt will be made to ensure that more trains on the Delhi-Varanasi route stop at Tundla and Communication between Varanasi and agra is imporved. Besides, the Government of India has already started a

special train on the Buddhist circuit. A luxury train Besides, the Government of India has already started a special train on the Buddhist circuit. A luxury train in the private sector has been sanctioned for the Agra-Lucknow-Varanasi sector. Further, there is a proposal to start a Luxury train on the Mathura-Agra-Corbett-Lucknow sector. The overbridges will be built at all the railway level crossings in the state on national highways and roads leading to important tourist destinations.

Aviation Services

The state will liaise with the Central government to ensure that Lucknow, Agra, Varanasi have airports of international standards with night landing facilities and international services are started there including charter flights from various destinations. Besides, whenever land is required for the expansion of airports, the state government will ensure its availability. Further, till as such time a new airports is not built at Agra, an attempt will be made to ensure that night landing facilities are available at the existing airport. Simultaneously, air taxi and helicopter services will be promoted in the private sector, specially in the hill areas. It is notable that the state has around 25 air strips, the details of which are annexed.

Water transport

Special emphasis will be given on water cruises in the river Ganga especially in the Allahabad-Varanasi stretch. Necessary coordination will be maintained with the Inland Waterways Authority of India for this purpose.

Way side Amenities

The implementation of new State Road Development Policy announced recently, would make high quality roads available for tourist. Wayside amenities would also be created with private investment through state capital subsidy. Petrol pump licences would be

given priority from this view point. With the objectives of improving local transport steps will be taken for Regular Metered taxi and Auto Rickshaw services. The State tourism corporations will start local Conducted Tours in collaboration with the private sector. All circuits will have sufficient signage put at places to help tourists.

Availability of Land

(A) Land Bank - The Department of Tourism has introduced a land bank scheme with the objective of attracting investment in tourism sector, under which land would be made available at important places by the Tourism Department at appropriate rates to tourism units.

(B) Land will be earmarked with the assistance of the Travel Trade/Tourism entrepreneurs by the Collectors in identified circuits where tourism units can be established and tourism industrial areas are to be established on the pattern of industrial estates. Such land will be allotted in consultation with the Tourism Department.

(C) Wherever an entrepreneur himself selects a site, the Tourism Department will take appropriate action to ensure that the land is made available as per rules through the concerned District Magistrates.

(D) If a request is made by an entrepreneur for the beautification or development of a green belt in the land belonging to the Government or Development Authorities, such land would be made available for management to the concerned entrepreneurs for beautification free of cost on the condition that ownership will remain with the Government and land shall be reverted to the Government if so required. Only landscaping, tree plantation and activities connected with these shall be permitted on such land.

Role of Local Authorities and Development Authorities

(A) Permission will be granted in residential areas to entrepreneurs for setting up hotels and resorts of up to Three Star Category and other recognized tourism units.

(B) Local Bodies and all Development Authorities would identify land for tourism related activities in their Master Plans in consultation with the advice of the Tourism Department.

Eligibility of Transfer of Land

In pursuance of Order No.180/—one-1(43)/94, dated 30.5.94 issued by Revenue Section-1 under the Section 154(2) of the U.P. Zamindari abolition and Land Reforms Act-1950, in exercise of the power invested in Government, the power for permitting the purchase of land in excess to 12.5 acres of land for industrial purposes have been delegated to the Divisional Commissioner. As tourism has been given the status of industry, therefore such delegation would be made applicable for uses related to the tourism industry.

Heritage City/Heritage Zone

Heritage Zones and Heritage Cities would be identified by a committee for the preservation, maintenance, and beautification and for providing basic amenities for the historical and cultural heritage of the state. Only regulated construction would be permitted preserving old architecture, within the notified areas of these areas. The Committee will create guidelines and ensure their implementation by the department of Urban Development.

Facilities of Forest and Irrigation Department

Action will be taken through the Forest Department for upgrading, proper maintenance and management of accommodation and other Tourism Units in Forest Areas. The Uttar

Pradesh State Tourism Development Corporation will enter into management for better operation of such units. Similar action will be taken for the units of the Irrigation Department.

Area Development Fund

The Government will establish special fund for the Development of basic amenities and maintenance at major tourism centers and provision will be made for collecting maximum funds from private sources also. Representatives of the private sector and travel trade would also be included in the Committee which will be set up for operating these funds.

Infrastructural Facilities at Pilgrim Centres

The Tourism Department will operate a scheme for Yatri Niwas/ Dharmshalas on vacant land in religious places. Infrastructure facilities viz. approach road, electricity, water supply, toilets and sanitation facilities will be strengthened and expanded at the pilgrim centers of the state.

Co-ordination with Tourism Finance Corporation of India

The Tourism Finance Corporation of India provides loans for projects related to tourist industry. Co-ordination will be established with them, and they will be requested to open an office in U.P.

Joint Venture Projects

The U.P.State Tourism Development Corporation, Kumaon Mandal Vikas Nigam and Garhwal Mandal Vikas Nigam will establish joint venture or lease hold tourism projects in collaboration with the private sector.

Energy/Electricity

Recognised tourism units which have constructed 33/11 K.V.independent feeders linked to primary electrical sub-stations at their own cost will be exempted from electricity cuts for five years except in emergencies.

Facility for Non-Resident Indians

Non-Resident Indians will be encouraged to invest in the tourism sector. Such investment would primarily be invited in infrastructural activities. Highest priority would be accorded to proposals received from NRI's and all facilities would be made available to them. Such proposals would be accorded all sanctions on priority through "Parayatan Mitra". All the information will be made available to them on Interest. Preliminary information will be made available to them through U.P. Investment Centre of the Department of Industries in New Delhi. Efforts would also be made to ensure that NRI's visit the religious historical and others tourism sites in maximum number.

Incentives to the Private sector for development of Infrastructure Facilities

Industry Status to Tourism

Tourism has been given the status of industry in the state. Accordingly, government orders will be issued making tourism eligible for all the benefits available to the industry. Only such units which comply with the prescribed norms of recognition and whose projects have been approved would be eligible for these benefits.

Luxury Tax

Luxury tax will only be levied on such hotels which charge a rental of Rs.1000/-or above and the norms and procedures for assessment of luxury tax will be rationalized.

Subsidy Schemes

(A) Heritage Hotel subsidy scheme

A 15% capital investment Subsidy Scheme subject to a ceiling of Rs.7.50 lakh will be introduced for non recurring expenditure incurred on establishment of such heritage hotels which are established in conformity with the standards formulated by the state

government and avail of institutional finance for reconstruction, expansion and furnishing. Special efforts will be made to attract Non-Resident Indians, in this direction.

(B) Capital investment subsidy scheme

A subsidy @ of 10% subject to a ceiling of Rs.5.00 lakh will be given on investments in the circuits mentioned in para 4.1. and for activities detailed in para 4.2 on the projects approved by financial institutions. These benefits would only be given to such tourism units which are in conformity with the prescribed guidelines and where projects have been approved. Special efforts will be made to attract Non-Resident Indians, in this Direction.

Tax Holiday

1. All recognized tourism units of the state shall be entitled for the facility of exemption/deferment from luxury tax for a period of five years from the data of commencement of operation.
2. New Ropeways established in the State shall be eligible for the facilities of exemption/deferment from luxury tax for a period of five years from the date of commencement of operations.
3. New Tourism units which are recognized will be eligible for trade tax exemption on the pattern of industrial units and the restaurant located in them will be eligible for total exemption/deferment of trade tax for a period of five years from the date of commencement.
4. Programmes shown on television channels in hotels either through dish antenna or cable operator shall be eligible for a compounding scheme to assess the levy of entertainment tax on the concerned hotel/tourism unit.
5. Units recognized under the Paying Guest Scheme with a capacity of upto 5 room (maximum of 10 beds) shall be exempted from Trade and Entertainment tax.

Grant of Loans

The U.P. Finance Corporation and PICUP will extend loans to tourism related activities as per normal terms and conditions on the pattern of other industries.

Tourism Self Employment Scheme

A Tourism Self-Employment Scheme has been prepared for the hill areas of the state with a financial assistance subject to a ceiling of Rs.10.00 lakh for starting tourism units such as Fast Food Centers, souvenir sale outlets, buses, operation of taxies, purchase of equipment for adventure sports, 10 rooms small motel and lodging facilities, information centers/restaurant with PCO facilities. Tent houses facilities and projects for establishment of garages. The facilities for Beer Bar license is should be made available not only for ITDC and UPSTDC units, but also for private sector units. Such facilities for beer bar license would also be made available as per rules to recognized hotel units in the private sector which have restaurant facility.

Simplification of Approvals

The number of approval required from the different departments for establishment of tourism units is very large, which puts the entrepreneurs to great inconvenience. A study will be undertaken to give recommendations to reduce their number so that the entrepreneurs can establish tourism units with ease.

Role of Corporations

The UPSTDC is currently making operational profits and its cumulative losses will be wiped out in the next year. In future the Corporation will only operate profit making units and those with the propensity to make loss will be privatized. The powers for giving tourism units on five year contracts to private entrepreneurs in terms of the privatization

policy issued vide will be delegated to the Corporation. Important units located in the circuits enumerated in para-4(1) will be upgraded and expanded speedily and be made suitable for foreign tourist by according them star categorization. Provision will be made for this purpose by making arrangements for grant of share capital, Central assistance and by obtaining loans. The Corporation will frame and operate new profitable packages in collaboration with the other hoteliers in different units so that they can provide better services. It will also enter into agreement with reputed foreign and domestic agents to market its units more attractively to tourists.

Steps for Organizational Strengthening

The Government of Uttar Pradesh will also undertake/execute the following work under the tourism development and industrial policy:

Renovation of Ancient Buildings

Government, Semi Government and non government organisation will be recognised for repair, maintenance and execution of renovation works related to ancient buildings and the Department's of Tourism and Archaeology and District Collectors will be permitted to take up renovation works of such building on fixed terms and conditions.

Powers of Tourism Department

Government will provide legal powers to the officers of the Tourism Department to regulate various activities to project important monuments in tourist places, planned development of such places and to prevent encroachment and keep unwanted elements and touts under check.

Development of Adventure tourism:

- (a) Draft Rules have been finalised to regulate adventure tourism activities, and they will be notified shortly.

- (b) Department of Tourism will facilitate permission of bungee jumping from the bridges and allotment of beaches for river rafting for a period of 5 years at a time, through Inter Departmental Committees.

Eco-Tourism:

- (a) In ecologically sensitive areas eco-friendly tourism activities will be initiated.
- (b) Development of Jungle Safari services.
- (c) Trekking facilities on forest pathways.
- (d) To facilitate permission for catch & release of Mahasheer fishes outside National Park areas and hilly rivers/water springs as a recreation activity.

Cultural Tourism

In order to promote cultural tourism, Department of tourism is organizing many festivals with the help of Department of Culture. Besides, there are several traditional fairs and festivals organized in the State. In order to facilitate Tourists, Travel Trade/Tour Operators and also to help tourist's to make their programmes in advance, the calendar of fairs and festivals for the next 10 years will be published and circulated in advance.

Single Table under Single Roof System

To facilitate issue of licenses etc. for tourism industry Single Table under Single Roof system will be introduced at the District and State level.

Craft Villages and Craft Markets

Crafts villages and Crafts Markets will be established as per need in tourist places. Priority will be given to the establishment of craft villages at Agra, Sarnath and Lucknow in this series.

Advertising and Publicity

To publicise U.P.Tourism domestically and abroad an internet web site was put into service on 27th December, 1998. Wide publicity will be ensured for U.P.Tourism by making presentations in important cities for the Country, participating in seminars and travel trade markets in India and abroad by advertising and by publishing tourism literature and appropriate circulation of the same. Tourist Information Centres will be established at all Airports of the State, so also at the Railway Stations and Bus Stands of all major tourist centres. "Uttar Pradesh Show" will be organised every year in a selected country. For this purpose 5 countries will be prioritised to organise this show by rotation. For all these activities up to 15% of the plan allocation of the tourism sector will be allowed to be utilised.

Promotion of tourism through films

Wide attempts will be made to attract tourist by disseminating information related to beautiful places of Uttar Pradesh to the producers and providing them to make and display feature films and video films based on such locales.

Tourism Organization

A "Research Cell" and a "Festival Cell" will be constituted in the Directorate of Tourism. The Research Cell will gather tourist related information and statistics to prepare a data bank and to give advice to the Department from time to time. The Festival Cell will prepare publicity materials on each festival and promote them by disseminating information in advance in India and abroad and will also coordinate conduct of the festival in a better manner. Regional Tourist Offices will be established in each Division and local Tourist Offices will be established at major tourist centers.

Modernization

In order to modernize the functioning of Tourism Department and Corporation computerization and development of electronic communication facilities will be undertaken.

Consultancy Services

Keeping the special requirements of tourism development in mind consultancy agencies having special knowledge and experience will be selected and utilised for planning, implementation and evaluation. Sufficient budgetary provisions will be made for this purposes.

Human Resource Development

- (a) Department of Tourism will construct a new building for Tourism Management Institute and will provide training in various tourism related trades through this Institute.
- (b) Tourism Management Institute will be upgraded and established as an autonomous institute.
- (c) Food Craft Institute, Aligarh will be upgraded and made more advantageous.
- (d) A new Hospitality Management Insitute will be established at State at local level and their services will be utilized.
- (e) Sufficient number of trained guides will be given license at State at local level and their services will be utilized.

Awareness about Tourism

The general belief that tourism is an activity of elite will be removed by exposing people to the real, economically and socially beneficial side of the tourism. A liking for tourism will be generated amongst the people through a new awareness programme and a

favourable atmosphere will be created in tourist places to establish a healthy and smooth tourism sector.

Inter-Departmental Coordination will be established among the tourism related agencies/departments like Tourism, Forest, Irrigation, Culture, Archeology etc. to work unitedly for maintenance, conservation, development and marketing of attractive tourism products.

'Friend of Tourism': In order to ensure Inter Departmental Coordination and removal of difficulties faced by private entrepreneurs a committee called '*Friend of Tourism*' will be set up as given below to take care

Autonomous Societies at District Level:

District Tourism Promotion Councils will be set up under the Chairmanship of District Collector to take up basic promotional activities and create suitable atmosphere for the development of Tourism at District Level. These societies will be registered under the Charitable Societies Act and will implement their programmes with the grant given by the Tourism Department and also by mobilizing funds at local level. These societies will have representatives of important related Departments of the government and representations of the people. At least one important tourist centre will be identified and developed in each district by these societies.

Tourism Advisory Committees:

Tourism Advisory committees have been constituted at the Division and State Level. These committees will give their recommendations on tourism related problems, activities and development programmes.

Development of Inter State Circuits:

Inter State Tourism Circuits will be developed by linking the important tourist places of other State across the borders of Uttar Pradesh with out circuits.

Role of Government of India:

Suitable arrangements will be made by continuous liaison with the related Departments of Government of India such as Civil Aviation, Railways, Surface Transport, Waterways Authority and External Affairs to facilitate smooth arrival entry and movement of domestic and foreign tourists into Uttar Pradesh.

AIRSTRIPS IN UTTAR PRADESH

The state has the following Air force Airstrips

1. Saharanpur
2. Chakeri (Kanpur)
3. Agra
4. Gorakhpur
6. Bakshi Ka Talab
7. Allahabad
8. Hindon

Airstrips with National Airport authority of India in Uttar Pradesh are:

9. Pantnagar
10. Kanpur (Civil)
11. Amausi (Lucknow)
12. Furshatganj (Raibareilly)
13. Varanasi

Airstrips of Govt. of Uttar Pradesh

14. Aligarh
15. Farrukhabad
16. Sultanpur
17. Akbarpur
18. Faizabad
19. Andhau (Gazipur)
20. Muirpur (Sonbhadra)
21. Paliya (Kheri)

22. Sravasti

23. Kasia (Kushingar)

In recent years tourism has emerged as a major economic activity that is employment oriented and earns foreign exchange. Its share in the world's GDP is more than 10% which is more than the world military budgets put together. In global terms, the investment in tourism industry and travel trade accounts for 7% of the total capital investment. Today 25.7 crore people around the globe are employed in travel trade and tourism. In future, this industry is likely to see unprecedented growth. According to the World Tourism Council at Brussels, the revenues from travel and tourism in Asia Pacific region will grow at the rate of 7.8% annually over the next decade.

Amongst the economic sectors, the tourism sector is highly labor intensive. A survey by the Government of India notes that the rate of employment generation (direct and indirect) in tourism is 52 persons employed per Rs.10 lakh investment. This is much higher than the rates of employment generation in most other economic sectors.

India's tourism industry has also recorded phenomenal growth. The rate of international arrivals in India in recent years has been to the tune of about 19 lakh arrivals per year. The unprecedented growth in tourism in India has made it the third largest foreign exchange earner after gem and jewellery and ready-made garments. This is not surprising since India possesses a whole range of attractive normally sought by tourists and which includes natural attractions like landscapes, scenic beauty, mountains, wildlife, beaches, major rivers and manmade attractions such as monuments, forts, palaces and havelis. However, in global terms, in spite of such attractions, tourist arrivals in India are a mere 0.30% of the world arrivals. Receipts are similarly low, just a 0.50% of the world receipts. We are still quite far from the target of 50 lakh tourist arrivals per year.

Tourism in the Region

In spite of possessing a variety of tourist attractions such as wildlife, scenic beauty, pilgrimage centers, exotic traditional crafts and festivals, hospitality of the region and a

varied healthy and tasteful bundelkhendi cuisine, the region has not been able to accelerate the pace of tourism in comparison to other popular tourist regions. The State did declare a tourism policy but it did not elicit adequate response from the private sector since the policy contained only a handful of benefits while the implementation was tardy due to legal and administrative constraints. This was at a time when the Government of India had already declared tourism as an industry and a large number of states had followed suit. This enabled the tourism industry to avail of incentives, relieves, benefits available to the industry in those states.

While other states made successful efforts in developing tourism within their states, the relative inability of the State to harness and develop its full tourist potential may be attributed to a combination of factors such as lack of effective policies, inadequate infrastructure, ineffective marketing and lack of decent facilities for the tourists.

The main rationale for formulating a comprehensive tourism policy is rooted, on one hand, in the convergence of socio-economic spread benefits, environment - friendliness and employment potential of tourism industry and on the other, in the growing demand for tourism products in the State, brought by a rapid industrial growth in the State during the recent years that has led to tremendous increase in number of business travellers.

The main thrust should be to undertake intensive development of tourism in the area and thereby increase employment opportunities in the erstwhile economically and socially backward region. Identification and mapping of tourist destinations & circuits could be the very first priority, alongwith diversifying the tourism products in order to attract more tourists through a varied consumer choice. Owing to the rich religio-spiritual attractions a comprehensive development of pilgrimage centers should be among the immediate priority by way Creating adequate facilities for budget tourists, Strengthening the existing infrastructure and develop new ones where necessary, the Tourism infrastructure may be provided so as to preserve handicrafts, folk arts and culture of the state and thereby adding more *tourismagnetism*.

In addition to the facilitation role assigned to itself by the Government in the development of tourism, the Government will adopt the following strategy towards the private sector with the objective of securing its active involvement in leading the development of tourism in the State. The tourism will be given the status of industry in order that the facilities and benefits available to the industry are also made available to tourism projects. A special incentives package will be made available for encouraging new tourism projects as well as expansion of existing tourism units.

Infrastructural facilities will be strengthened and developed within the State, particularly in Special Tourism Areas which will be notified latter and which will be developed by adopting an integrated-area.

- Effective mechanisms will be set up to build meaningful co-ordination with the Central Government and the State Governments agencies, the local self-government bodies and the NGOs.
- Government will encourage building effective linkages with the relevant economic agents and agencies such as the national and international tour operators and travel agents of repute, hotel chains and global institutions connected with tourism such as WTO.

Like other industrial projects, tourism projects too involve professional management, capital investment, special skills and training. The Government of India and a number of other states have declared tourism as an industry.

Availability of land is a primary requirement of any project. The process of grant of land will be facilitated in urban areas for the projects concerning setting up of hotels, restaurants and apartment hotels etc.

Existing arrangements for grant of government waste land to industrial units will be made applicable to various tourism projects. Arrangements should be made to acquire private land under Land Acquisition Act for various tourism projects by companies registered under the Companies Act.

As one of the sets of infrastructural institutions, the State Financial Institutions have made an important contribution in creating conducive environment for industrial entrepreneurs. They should be called upon to do the same for tourism entrepreneurs in terms of making available adequate finance.

So far, the lending from the State Financial Institutions has been largely confined to hotels only. In reality, the range of activities for tourism projects is far larger than just hotels as can be seen from the following illustrative list :

Accommodation Projects :

- Hotels
- Resorts
- Motels
- Apartment Hotels
- Heritage Hotels

Food Oriented Projects:

- Restaurants
- Wayside Facilities on the State Highways.

Other Tourism - Related Projects:

- Amusement Parks and Water Sports
- Handicraft Village Complexes
- Fairs and Festivals.
- Camps and Facilities Encouraging Adventure
- Train Travel Projects
- Sea/RiverCruise Projects
- Sound and Light Shows
- Museums
- Natural Parks/Zoos
- Safari Projects
- Ropeways
- Sports/Health Facilities Complexes

- Training Schools for the managerial expertise for Hospitality Industry

- Golf Courses.

Service Oriented Projects :

- Travel Agency
- Tour operation
- Transport Operation
- Linkage with the International Hotel Chains (Franchise)
- Human Resources Development (HRD) for Tourism Industry and necessary training facilities.

Most of the projects on this illustrative list are not eligible for loans from the banks or the State Financial Agencies. It will be necessary to make suitable changes in the lending criteria for viable projects in the listed activities in order than their financial requirements are met.

The modification of the lending criteria of the State Financial Agencies will be made with regard to the financial ceiling, debt equity ratio, recovery period, moratorium etc.

Necessary arrangements will be made to ensure that the State Financial Agencies and the banks attach adequate priority to the financing requirements of tourism projects.

As referred to in Para 4(b), a new incentive package will be made available to replace the existing incentive policy instituted in 1991. A tax holiday of 5-10 years in respect of following taxes will be made available upto 100% of capital investment to various tourism projects located in Special Tourism Areas whether declared by the Central Government or the State Government, located in designated areas and located on National and State Highways. The scope and the extent of the benefits of tax holiday will vary according to certain considerations such as the admissible expenditure, the size of the capital investment etc. The benefit of tax holiday will also be made available for the purpose of expansion of the existing tourism projects in these areas :

- SalesTax
- Purchase Tax
- Electricity Duty
- Luxury Tax
- Entertainment Tax

Suitable schemes will be designed to market tourism products, and particularly wide publicity will be secured in respect of various facilities being offered by the travel agents, tour operators etc.

Special paying guest scheme will be formulated for providing adequate and inexpensive lodging and boarding facilities too take care of seasonal flows of tourists to the pilgrimage centers during festivals.

Financial assistance will be provided for the preparation of feasibility reports by consultants in respect of tourism projects.

Structure of the taxes and tariffs, e.g. luxury tax, entertainment tax, sales tax, etc., will be reviewed with reference to developmental needs of tourism sector and necessary amendments will be made.

Redefining the roles of the State and the Market:

Since the approach of the Tourism Policy focuses on market-led developments, the role of the State would be as follows :

Efforts will be made to get funding for development of infrastructure for these destinations/areas from national and international agencies.

To ensure timely provision of necessary funding, the Government will earmark funds in the annual budgets of the departments concerned for securing the purpose mentioned in

This privatisation would help strengthen the financial position of the corporation and also help provide qualitative services to the tourists.

Tourism Corporation of Gujarat Limited will assume a catalytic role focused on acting as clearing house of information, production and distribution of promotional literature, policy advice etc.

A Computerized Information Centre will be set up at the State level to make available necessary information to the agencies/entrepreneurs who wish to set up tourism projects.

In addition to its existing offices in Bombay, Delhi and Madras, the Tourism Corporation will also open its offices in other major cities of India to give wide publicity and disseminate information on Gujarat Tourism and market tourism products through these offices and through reputed travel agents in other big cities. Thus, the information about Gujarats tourist destinations and related information would be made available to tourists from outside the State in their own cities.

There is already a scheme of 50% matching grant from the State Government to the local self-governing bodies for the development of local tourist destinations. This scheme will be made more effective and attractive and necessary provisions in the budget will be made. This will help centralize the process of developing tourist destinations.

The process of decentralization will be further strengthened by delegation of administrative and executive powers of approval of incentives to small tourism projects to District Level Bodies headed by the Collector. These bodies, in addition, will also secure co-ordination from other departments / agencies of the Government in development and promotion of tourism. Representation will be given on this body to the experts, individual agencies and individuals connected with the tourism.

A Single window clearance system will be instituted for speedy clearance of various permissions, approvals required under different laws and rules. Necessary modification/amendment will be made to various administrative arrangements and laws which are not consistent with the approach of this Policy. Care will be taken to ensure that prospective investors do not have to suffer protracted and complex administrative process.

Intensive efforts will be undertaken to attract investors from outside the State as well as from other countries including non-resident Indians to invest in tourism sector on large scale. Tourism Corporation of Gujarat Limited and Directorate of Tourism will play active role to ensure that investors get various permissions easily and are provided with all the necessary facilities.

A High Powered Committee under the Chairmanship of Chief Secretary with Director of Tourism as the Member Secretary will be constituted with the objective of securing effective co-ordination among various Government departments and agencies as also to speed up decision making proceeds concerning tourism. The committee will meet regularly and enjoy full powers of Government, provided the approval of the Chief Minister and the Council of Ministers will be obtained wherever required.

In order to create a participate forum for deliberation and discussion concerning tourism industry, a Tourism Advisory Council headed by the Chief Minister will be set up. The Ministers and Secretaries of administrative departments concerned will be the members. The representatives of tourism industry, experts and related organisations will be nominated as members. The Additional Chief Secretary (Tourism) will be the Member Secretary of this Council. The Council will meet periodically to deliberate upon policy as well as individual issues and offer suitable advice to the Government.

Perspective Planning

Perspective plan for tourism development should be prepared in consultation with experts. An overview of possible tourism products is offered below :

Heritage Tourism

A large number of old palaces, havelis, darbagadhs exist in the State. These historical buildings can be converted into hotels, restaurants or museums by providing suitable incentives to owners. Wildlife and Pilgrimage Tourism circuits can be linked to heritage properties exploiting the geographical congruity. Development of this sub-sector will not only attract foreign tourists but also provide encouragement and support to local art and craft. Government must take necessary steps to promote Heritage tourism in the State.

Wildlife Tourism

There is substantial scope for development of tourism based on wildlife in the State. In order to facilitate visitors to these areas, coordination among various agencies will be established.

Tourism based on Traditional Art and Craft and Cultural Activities

A lot of places in the state are known for their craftsmanship. Similarly, there are hundreds of fairs that are celebrated through out the year with enthusiasm. By developing accommodation, transport and other facilities, these fairs and festivals will be promoted nationally and internationally. The places of importance from art and craft point of view will be included in the tourist circuits and necessary facilities provided to tourists.

Corporate Tourism

Private sector will be encouraged to build the state of the art convention centers, seminar halls etc. so as to attract corporate events like seminar, workshops and annual general meetings. Participants in such events generally have high purchasing power and provide a boost to local economy.

Adventure Tourism

This is also a territory with possibility of development as a sub-sector which shall be examined and new activities like Camel Safari, Horse-riding, Parachuting, Trekking in etc. should be promoted. Such activities will create large scale employment opportunities for guides, coolies, traders for hire of tents and equipments etc. and will also encourage paying guest accommodation in such areas. Private entrepreneurs and institutions will be encouraged to develop such facilities.

Highway Tourism

There is a good network of State and National highways which criss-cross the State and a large number of travelers prefer road journey. Because of large geographical expanse of the State, these journeys tend to be quite long and boring. There is a need for creating

necessary facilities like hotels, restaurants, picnic spots, water parks etc. along the highways at suitable intervals for the highway travelers to relax. In fact, travelers can be induced to follow certain traffic routes if such facilities are better developed. Highway facilities and wayside amenities are so well developed in some states that this has become the mainstay of tourism. State shall encourage private investors to create such facilities on highways.

Various sub-sectors of tourism activities listed above should be encouraged by marking new tourism units eligible for incentives under Tax Holiday incentive scheme in designated areas.

As mentioned earlier, the State Government intends to designate certain areas having significant tourist potential as Special Tourism Areas. To this end, reputed consultants and institutions should be engaged to prepare area development plans for areas of pilgrimage/heritage towns and rural/ village tourism. These areas need to be developed by following integrated area development approach. The State Government shall make efforts to tap all the source of national and international funding for development of these areas and provide special encouragement to tourism projects being established therein. For ensuring faster development of these areas, area development committees should be constituted.

Human Resources Development

Human Resources Development is an important aspect of service industries. Tourists depend upon travel agents, guides and hence trained manpower is a very important aspect of tourism industry. On the basis of available statistics, training facilities can be safely said to be totally inadequate. If trained manpower is not available locally, the objective of local employment will not be achieved.

Keeping in view the approach of market-led development, the State Government should encourage and support creation of training facilities in the private sector by private agencies/individuals.

Hotel Management courses, courses meant for guides, caterer and other supervisory and non-supervisory staff of hotel shall be introduced in Industrial Training Institutes. Approved hotel associations and private entrepreneurs have to be encouraged to create new training facilities by making available land to them for this purpose and by giving other appropriate incentives. Residents of the state, especially local youths, should be encouraged and facilitated to take part in such training courses.

To make the New Tourism Policy result oriented, implementation should be monitored by a High Powered Committee under the Chairmanship of Chief Secretary or the Chief Minister be constituted. A Management Information System needs to be set up to assist the Committee to make available information on various aspects of implementation on a continuous basis. The Committee should also review the policy from time to time.

References

- Draft Tourism Policy, Govt of India, 1997
 - Department of Tourism, Uttar Pradesh, Tourism Activities, 2007-08
 - Investment Opportunities in Uttar Pradesh, Govt of Uttar Pradesh, 2003
 - National Action Plan, Govt of India, 1982
 - Quaternary Science Reviews: Volume 27, Issues 3-4, February 2008, Pages 391-410
 - Ritchie R. and Zins, Michael, 1978 "Culture Determinant of the Attractiveness of Tourism Region. *Annals of Tourism Research*, April- June.
 - Statistics, Govt of Uttar Pradesh, upgov.nic.in
 - Survey Report on Manpower Requirements in Tourism, Govt of India, 2007
 - Tourism Policy of Uttar Pradesh, Govt of Uttar Pradesh, 1998
 - Tourism Policy, Govt of India, 2001
 - Tourist Statistics, Department of Tourism, Uttar Pradesh, 2006-07
 - Wttc Tourism Regional Reports 2008
-

Chapter-VI

Data Analysis and Interpretation

Chapter-VI

Data Analysis and Interpretation

On analysis on the tourist traffic trends, particularly over last few decades, it is revealed that the market for tourism is steadily growing. Emergence of the ever-stronger markets for newer and remotely located places can be attributed to the problems of over-crowding, noise, pollution, routine and monotony etc being created by the on-going pace of urbanization and industrialization. Since, the potential for both ethnic and cultural tourism is generally available in generically similar environments/areas, the prospect of their turning into most sought-after destinations of tomorrow are obviously too bright. The study area, on account of it's unique, diverse and rather unimpaired tourism systems vis-à-vis the underlying scope for a wide range of touristic pursuits naturally has an ideal tourismagnetic environment to this effect.

Efficient and effective organization, management and focused marketing of the destinations is extremely crucial, because the potential tourist may take decision in favour of a destination depending upon the image of the same. If the information provided is incomplete, insufficient or confusing, and the image of the destination is poor; may be due to social factors or political instability or climatic reasons; it may result into indecision or reluctance to visit the given destination in which the tourist would have otherwise been keenly interested, had the information been closer to the ground realities. Yet another dimension could be that the dreamy picture perceived by the tourists due to over-enthusiastic marketing strategies of the given destination may lead to his/her actual visit to the place, in which he/she would have otherwise been uninterested. If the right person does not visit the right place, or say, wrong person visits a wrong destination, it is bound to create chaos, which would neither be in the benefit of the customers and the industry, nor to the advantage of the destination environment.

Thus, effective dissemination of right information in the right market/market segments, or, in other words, access of tourists to right information about the destination, obviously has determining implications to this effect. Tourist's access to right information, in turn, depends on a variety of factors, i.e., the degree of professionalism of the destination promoters, effectiveness of the media / style/ design opted to create awareness in the market and the consequent market penetration strategies applied. Evidently, if the potential customers are not aware, less aware, or wrongly aware about the prospective destination, the marketing efforts/strategies require urgent review. In such circumstances, the studies on the chosen topic provide vital clues to the tourist marketers and developers to take appropriate course of action.

Talking from application view of point, the demand for various tourism supplies is based as much on inherent aptitudes and perceptions of an individual, as on the state of mind and in the given situation; same set of suppliers/supplies may not satisfy same person on different occasion, leave aside two individuals of same age, income, occupation or socio-cultural group. Therefore, it is a real challenge to create an ideal situation where the demand of tourist groups could be ideally matched. However, if generic demands of broad market segments (age/income/education etc.) are carefully researched than provision of right mix of facilities/service can be developed at a destination, and accordingly it becomes easier to organize and manage the touristic activities and destinations.

Originally, around 1000 questionnaires were planned to be get filled from the tourists visiting the region for various purposes. Apart from seeking help from the various accommodation units, travel agents, tour operation units, tourist information offices of the state Government; tour guides and escorts were also approached for their cooperation in this regard. While approximately 480 questionnaires through post were sent at the residential addresses of the foreign and domestic tourists, at times the author himself accompanied some groups on their visit to few centers to get the response sheets filled by the tourists. Of the 450 mail questionnaires only 87 could be received back. After careful scrutiny of 87 mail questionnaires and 461 other response sheets, only 395 were found to

be appropriately and authentically filled. Going by break-up, 281 responses by Indians and 112 by foreign tourists were finally short-listed for interpretation. However, five response sheets of the Indians and three of the foreigners were randomly taken away so as to obtain the number in round figure, in order to make analysis easier. Though best possible effort was made to ensure that all representative groups of the universe are judiciously represented in terms of the various demographic, motivational and other variables, but ultimately the author had to depend on the available data only. Under such circumstances, the present study can, therefore, be only considered as a pilot work on the subject.

Respondents' Profile:

As cited in the foregoing, the sample used for analysis purposes, comprises of 280 Indian and 110 foreign tourists. Going by age group, 46%, 24%, 14%, 10% and 6% Indians and, 42%, 32%, 16%, 6% and 4% belong to 16 to 30 year age group followed by 31-45, 46-60 years, 10-15 years and 61-75 groups in that order (Table 6.1).

Table 6.1
Age Group-wise Representation of the Respondents

Age Group	Indian Tourists		Foreign Tourists		Total Respondents	
	<i>Number</i>	<i>Per cent</i>	<i>Number</i>	<i>Per cent</i>	<i>Number</i>	<i>Per cent</i>
10-15 Years	28	10%	7	6 %	35	9%
16-30 Years	129	46 %	46	42 %	175	45%
31-45 Years	67	24%	35	32 %	102	26%
46- 60 Years	39	14%	18	16 %	57	15%
61-75 Years	17	6%	4	4 %	21	5%
More Than 76 Years	-	-	-	-	-	-
Total	280	100%	110	100%	390	100%

Interestingly, in case of both Indian and foreign tourists, not only 16-30 age group dominates the sample, but the subsequent order is also alike. Considerably low reorientation of '10-15' and 'above 76' age group can be attributed to the remoteness and topographical complexities of the area.

As regards the visitors belonging to 10-15 years age group, they have either been accompanying there parents (in case of foreigners) or been mostly traveling under school organized excursion (in case of most of the Indians). The fact that

tourists with Post Graduation, Professional Education and Research Background have greater interest in destinations of Uttar Pradesh is aptly evident from table 6.2, which reveals that the trend has been alike in case of both Indian and Foreign Tourists. Likewise, the visitors with *Primary and Secondary Educational Background*, participating in cultural activities are those belonging to *10-15 age group*, who mainly traveled either with their parents or with school group.

Table 6.2
Educational Background

Educational Qualification	Indian		Foreign Tourists		Total Respondents	
	Number	Per cent	Number	Per cent	Number	Per cent
Primary	8	3%	-	-	8	2%
Secondary	20	7%	7	6%	27	7%
Graduate	42	15%	16	15%	58	15%
Post Graduate	102	36%	52	47%	154	39%
Higher Education/ Research	28	10%	14	13%	42	11%
Professional Education	56	20%	18	16 %	74	19%
Any Other (Please Specify)	24	9%	3	3%	27	7%
Total	280	100%	110	100%	390	100%

Occupation seems to be a decisive factor in determining the travel behavior of the tourists. Thus, people in service and the free-lance professionals not only have more- propensity to travel, but also greater inclination for destinations of Uttar Pradesh; *students* being the other important group, to this effect. Arguably agriculturists, especially from a developing economy like India, have neither much time to travel nor that strong motivation.

Table 6.3
Occupation-wise Profile

Occupation	Indian Tourists		Foreign Tourists		Total	
	Number	Per cent	Number	Per cent	Number	Per cent
Agriculturist	11	4 %	7	6%	18	5%
Industrialist	23	8 %	9	8%	32	8%
Businessman	39	14%	20	18%	65	17%
Serviceman	67	24%	24	22%	91	23%
Freelance Professional	45	16 %	26	24%	65	17%
Housewife	11	4%	2	2%	13	3%
Student	67	24%	13	12%	80	20%
Any Other (Please specify)	17	6%	9	8%	26	7%

Travel behavior of the businessmen and industrialists, on the other hand, is considerably guided by their occupation and are not generally to keen for action oriented adventure activities which may prolog to longer time.

Regarding the average monthly income of tourists, the respondents were advised in the questionnaire to indicate the same in Rupee or Dollar terms. However, while majority of the foreign tourists not only mentioned average annual income instead of average monthly income but expressed it in their respective currencies instead of Rupee or Dollar. On the whole, the responses reveal that there has been prevalence of Upper middle-income group, which obviously varies in case of Indian and foreign tourists.

Table 6.4
Income-wise Distribution

Average Monthly Income (in Rupees)	Indian Tourists		Foreign Tourists		Total Respondents	
	Number	Per cent	Number	Per cent	Number	Per cent
Upto Rs 5000	6	2%	-	-	6	2%
5001 - 10,000	11	4%	-	-	11	3%
10,001-20,000	39	14 %	2	2%	41	10%
20,001-35,000	56	20 %	2	2%	58	15%
35,001-100,000	117	42 %	12	11%	129	33%
100,001-500,000	22	8%	26	24%	48	12%
500,001- 1500,000	17	6%	40	36%	57	15%
1500,001-3000,000	6	2%	19	17%	25	6%
3000,001 and above	6	2%	9	8%	15	4%
	280	100%	110	100%	390	100%

Thus, while maximum Indian respondents (42 %) belonged to the monthly income bracket of Rs 35000 to 100000, the highest number of the foreign tourists (36 %) had *income bracket of Rs 500001 - 1500000, followed by (24 %) the bracket with income of Rs 100001-500000*. This trend supports the earlier observation that the servicemen and professionals, followed by students are the major markets of adventure tourism in that order.

Travel Behavior

One of the important aspects of the travel behavior of the tourists is the preferred travel companion(s). The information is as important for the destination developers and marketing people, as for the various service providers.

In the present work, it has been observed that majority tourists (39 %) were accompanied by their friends on the adventure trip; followed by those traveling alone (26 %), traveling in heterogeneous Groups (22 %), with family (6 %), Spouse (4 %) and Business Partner (3%), respectively.

Table 6.5
Travel Companion

Travel Companion	Indian Tourists		Foreign Tourists		Total Respondents	
	Number	Per cent	Number	Per cent	Number	Per cent
Alone	62	22 %	42	38 %	104	26%
With Spouse	8	3 %	6	5 %	14	4%
With Family	13	5 %	9	8%	22	6%
Friends	127	45 %	25	23 %	152	39%
Business Partner	8	3 %	2	2 %	10	3%
Heterogeneous Groups	62	22%	26	24 %	88	22%
Total	280	100%	110	100%	390	100 %

The data further reveal that while the number of foreign visiting alone (38 %) was considerably high as compared to Indians (22 %), a sizably higher number of the latter (45 %) traveled with friends than the formers (23 %). The tendency to travel in heterogeneous group (*i.e.*, part of package tour) has been more or less alike between both categories of tourists. Seemingly, only a small percentage of visitors prefer to travel with spouse or family, while going for some kind of adventure pursuit.

Perception on the *source of information* used by the tourists in planning their visits is vitally significant for the all the promoters. People use different medium to collect the *information* about the destinations, and accordingly take their travel decisions. Quite often, non-availability of requisite information or distorted/wrong information about a destination prohibits a potential to visit it. Therefore quality of information effectively provided through different mediums according to their relative importance, becomes pivotal. An attempt was thus made in the present work to understand the *source of information* used by the adventure tourists before taking decision to visit the region. The study reveals that *Internet* has been most widely used source of information by both Indian and Foreign Tourists. Likewise, the information services extended by the DOT/public sector tourism organizations are also considerably use by the

tourists, perhaps, to times, to authenticate the information collected through other sources.

Table 6.6
Source of Information

Source of Information	Indian Tourists		Foreign Tourists		Total Respondents	
	Number	Per cent	Number	Per cent	Number	Per cent
Travel Agents	42	15%	38	35%	80	21%
Tour Operators	12	4%	24	22%	36	9%
DOT Information Centers	44	16%	44	40%	88	23%
UPT Information Centers	56	20%	36	33%	96	25%
Printed Brochures	22	8%	26	24%	48	12%
TV/Electronic Media	18	6%	8	7%	26	7%
Travel Guide Books	64	23%	76	69%	140	36%
Internet Surfing	162	58%	86	78%	248	64%
Newspapers	12	4%	-	-	12	3%
Friends & Relatives	28	10%	24	22%	52	13%

While foreign tourists seem to have more affinity to consult travel guides and printed brochures, Travel Agents, and Friend and Relatives have emerged other important players, in this regard. Surprisingly, TV/Electronic Media and Newspapers have emerged to be the least referred source of information by both the Indian and Foreign Tourists. Since many tourists indicated to have used more than one source information, the figure in terms of both number and percentage obviously exceed the actual number of respondent covered.

Destination appeal, diversity of attractions, exoticness, quality services, quality of environment, Safety and Security, Price Effectiveness, Quality of Guide Service and relative proximity of the destination appear to play decisive role in destination selection by the tourists, in that order. Going by the age groups of tourists, *destination appeal*, *diversity of attractions* and *exoticness of the destination* emerged to be the important considerations in case of youth tourists, while the elderly visitors have expressed considerable concern for *safety/security*, *quality services*, and *quality of destination environment* and *relative proximity of destination*, in that order. From closer observations, it becomes evident that generically *destination appeal* and *diversity of attractions*

come on the top priority of all age groups of tourists, the youth tourists give considerable weightage to *exoticness* and *price effectivity*, the elderly tourists have more concern for *safety/security* and *quality of services*.

Table 6.7
Criteria for Destination Selection

Age Group Criteria	Indian Tourists				Foreign Tourists			
	Upto 30 years	31 - 45	46-60	Above 60	Upto 30 years	31 - 45	46-60	Above 60
Relative Proximity of destination	IX	IX	VIII	II	VII	VI	V	II
Destination Appeal	I	I	I	I	I	I	I	I
Safety and Security	VI	IV	III	II	IV	III	II	II
Price Effectiveness	IV	VI	VII	V	III	V	VI	
Quality of Services	VII	VII	V	III	V	IV	IV	III
Guide Service	VIII	VIII	VI	IV	VI	V	V	III
Quality environment at destination	V	V	III	III	IV	III	II	II
Exoticness	III	III	IV	IV	II	II	III	IV
Diversity of Attraction	II	II	II	III	II	II	II	III
Others	IX				VIII	VII	VII	IV

As obvious, a considerably large number of Indian and Foreign Tourists visiting the region seek the help from the various travel trade organizations including GMVN, either for information, itinerary planning, reservation of accommodation, shopping, escort/guide services or, transport services. Generally speaking, foreign tourist depends on these institutions much more than the Indians. The data collected to this effect (Table 6.11) reveal that as many as 58 % depend on these organizations for information; 57 % for Hotel Reservation; 48 % for guide/escort services; 46 % for itinerary planning; 38 % for arrangement of transport services; 22 % for tour packaging and 4 % for shopping.

Table 6.8
Use of Travel Agency & Tour Operations Related Services

	Indian	%	Foreigner	%	Total	% of Total
Itinerary Planning	100	36%	81	74%	181	46%
Tour Package	56	20%	29	26%	85	22%
Transport Services	106	38%	44	40%	150	38%
Shopping	-	-	14	13%	14	4%
Information	151	54%	77	70%	228	58%
Guide/Escort Service	117	42%	70	64%	187	48%
Hotel Reservation	134	48%	87	79%	221	57%

Since, the question asked in the questionnaire has been of multi-choice nature, the number of responses obviously surpasses the actual number of the respondents. However, fact remains that most of the tourists visiting the study area have taken the help from the travel trade organizations for one or the other purpose.

Going by the expenditure pattern of the tourists, the responses reveal a rather confusing picture. Understandably, greater expenditure of the foreign tourist on external transport is obvious, but higher expenditure by the domestic tourist on accommodation as compared to the latter is somewhat intriguing. Likewise, the average expenditure on food by the either category of tourists seems to be justified in relative terms but expenses on drinks seem to be on much higher side specially in view of the fact that the area is predominantly a dry area in so far as hard drinks are concerned.

Table 6.9
Expenditure Pattern

Item of Expenditure	Percentage of Total Expenditure	
	Indians	Foreigners
Internal Transport	19%	14 %
External Transport	20%	37 %
Accommodation	31%	20%
Food	17%	11%
Drinks	2%	7%
Shopping	5%	2%
Escort/Guide	2%	2.5 %
Recreation/Entertainment	1%	1.5%
Others	3%	5%
Total	100	100

Since the foreign tourists generally hire guide/escort services through highly professional organization, they are naturally bound to spend relatively more to this effect, while higher expenditure of Indian tourists on shopping can be attributed to the fact that the options readily available in the region like various woolen products suit them more than the former. Other expenditure indicated

by the tourists seems to be towards porter charges apart from the other miscellaneous/sundry expenses.

Table-6.10
Evaluation of Local Transport facility- Domestic Tourists

Locations	Percentage Distribution				
	Excellent	Good	Satisfactory	Poor	Total
Agra	46.5	30.1	20.5	2.9	100.0
Allahabad	31.3	28.4	33.3	7.0	100.0
Kanpur	34.7	41.6	18.2	5.5	100.0
Lucknow	26.1	35.9	23.6	14.4	100.0
Vrindavan	37.3	25.0	24.2	13.5	100.0
Goverdhan	19.4	45.4	28.0	7.2	100.0
Mathura	34.1	40.5	21.9	3.5	100.0
Sarnath	43.1	31.3	24.2	1.4	100.0
Varanasi	30.8	49.2	9.8	10.2	100.0
Lalitpur	53.6	35.0	8.3	3.1	100.0
Jhansi	53.4	27.8	16.3	2.5	100.0
Chitrakoot	30.0	27.0	34.9	8.1	100.0
Ayodhya	23.9	41.3	30.6	4.3	100.0
Faizabad	12.8	44.2	31.9	11.0	100.0
Shravasti	11.2	45.7	41.7	1.3	100.0
Barabanki	31.6	46.8	20.2	1.4	100.0
Garhmukteshwar	15.6	81.4	2.8	0.2	100.0
Hastinapur	20.1	46.7	30.5	2.7	100.0
Sardhana	26.2	55.4	16.9	1.5	100.0
Meerut	35.6	49.1	13.6	1.7	100.0
Kapilavastu	50.0	35.8	9.6	4.5	100.0
Kushinagar	25.6	48.9	17.6	8.0	100.0
Mirzapur	37.1	47.6	13.4	2.0	100.0
Sitapur	46.0	38.6	13.5	1.9	100.0
Gorakhpur	55.4	32.2	11.6	0.8	100.0
Lakhimpur Kheri	35.1	47.7	11.9	5.3	100.0
Total	36.3	37.9	18.4	7.3	100.0

As depicted in the above Table-6.10, the overall level of local transport facility in the state has been rated to be good to excellent by majority of the domestic overnight visitors to the state.

The tourist rated good has been 37.9%, excellent stands at 36.3 % and that of poor stands at only 7.3 %, amongst the estimated 4494768 domestic overnight visitors. Going by the data gathered, it is evident that the majority of the domestic tourists have adjudged Gorakhpur at the top as far as excellent grade (55.4%) is concerned, followed by Lalitpur, Jhansi and Agra with 53.6%, 53.4% and 46.5% respectively.

Despite of Agra being one of the most popular destinations it got fourth position, which (according to the findings) is due to the facts that:

- 1) Agra gets higher number of international tourists and lower in case of domestic tourists compared to the other destinations, and
- 2) the expectation levels of the tourists visiting Agra are relatively higher due to the established image of the place on international level.

Compared to it the Agra has much better position in case of foreign tourists staying at various places in the state, as is reflected from Table-6.11 and Figure-6.2 given below. The satisfactory part is that in both the cases, i.e. Domestic and Foreign tourists majority has rated the local transport facilities as good or excellent, although the scholar believes that there is still need of improvement as far as the quality of the vehicles and sincerity of the operators are concerned.

Table-6.11

Evaluation of Local Transport facility – Foreign Travellers

Locations	Percentage Distribution				
	Excellent	Good	Satisfactory	Poor	Total
Agra	53.6	24.1	16.5	5.8	100.0
Allahabad	20.6	26.4	22.1	30.9	100.0
Kanpur	56.2	34.7	9.0	0.1	100.0
Lucknow	50.2	35.0	12.5	2.4	100.0
Vrindavan	47.9	26.8	21.8	3.4	100.0
Goverdhan	15.5	68.1	15.3	1.0	100.0
Mathura	30.2	31.7	37.0	1.1	100.0
Sarnath	40.2	27.5	28.3	4.0	100.0
Varanasi	19.6	51.3	25.9	3.2	100.0
Lalitpur	0.0	35.0	65.0	0.0	100.0
Jhansi	15.9	53.3	29.6	1.2	100.0
Chitrakoot	0.0	50.0	50.0	0.0	100.0
Shravasti	32.2	33.2	21.2	13.3	100.0
Barabanki	3.0	96.8	0.2	0.0	100.0
Kapilavastu	42.9	39.6	17.4	0.0	100.0
Kushinagar	35.6	29.0	34.6	0.8	100.0
Mirzapur	0.0	35.0	65.0	0.0	100.0
Sitapur	55.9	37.7	6.4	0.0	100.0
Gorakhpur	32.7	33.2	22.8	11.3	100.0
Lakhimpur Kheri	37.0	15.7	47.3	0.0	100.0
Total	41.0	32.8	20.6	5.6	100.0

Figure-6.1
Evaluation of Local Transport facility
(Domestic Tourists)

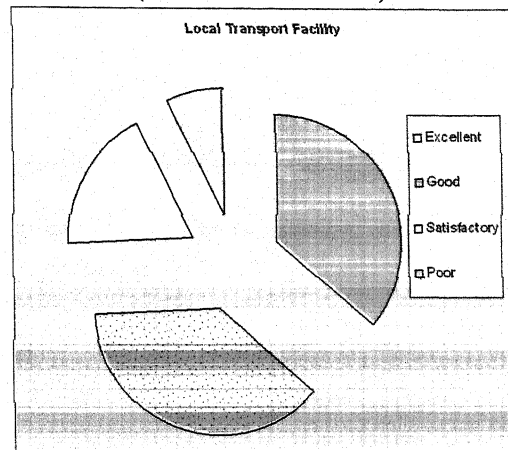
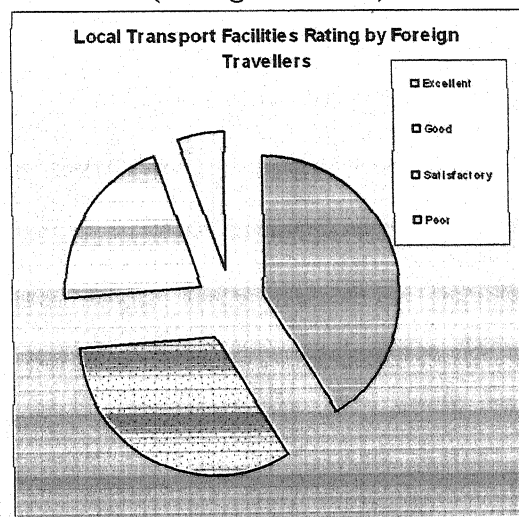


Figure-6.2
Evaluation of Local Transport facility
(Foreign Tourists)



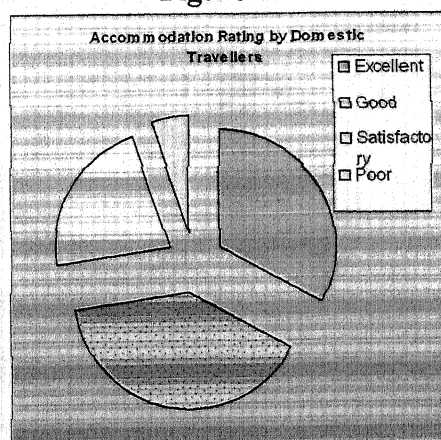
As is depicted in Figure-6.3, most of the domestic tourists visiting various major destinations of the state have rated the accommodation used quite highly, i.e. 32.7 and 39.9 respectively as excellent and good. Figure-6.12 highlights the fact that whereas 50.3%, 46.2%, 44% and 37.2% respondents have voted for Jhansi, Lalitpur, Chitrakoot and Agra as having excellent accommodation facilities, at the same time Meerut, Goverdhan and Garhmukteshwar scored the least points in the same category.

Table-6.12
Evaluation of Accommodation Facility – Domestic Travellers

Locations	Percentage Distribution				Total
	Excellent	Good	Satisfactory	Poor	
Agra	37.2	41.1	16.3	5.5	100.0
Allahabad	33.3	38.5	21.6	6.6	100.0
Kanpur	35.6	30.8	29.8	3.8	100.0
Lucknow	28.5	30.8	38.5	2.2	100.0
Vrindavan	17.6	46.0	27.4	9.0	100.0
Goverdhan	6.6	77.4	12.6	3.4	100.0
Mathura	44.7	40.2	10.2	4.9	100.0
Sarnath	17.5	34.4	42.7	5.4	100.0
Varanasi	26.5	48.3	18.0	7.2	100.0
Lalitpur	46.2	29.9	23.0	0.9	100.0
Jhansi	50.3	20.7	26.3	2.8	100.0
Chitrakoot	44.0	39.1	16.1	0.8	100.0
Ayodhya	32.5	57.0	8.4	2.2	100.0
Faizabad	23.4	43.5	25.5	7.6	100.0
Shravasti	13.2	11.5	47.2	28.1	100.0
Barabanki	25.6	38.4	30.0	5.9	100.0
Hastinapur	42.9	42.8	13.5	0.7	100.0
Sardhana	41.7	41.3	9.8	7.2	100.0
Meerut	8.9	61.3	29.2	0.6	100.0
Kapilavastu	36.6	23.2	16.1	24.1	100.0
Kushinagar	36.4	42.7	16.2	4.7	100.0
Mirzapur	40.5	31.3	18.0	10.2	100.0
Sitapur	18.6	33.7	39.6	8.1	100.0
Gorakhpur	45.2	30.6	19.3	4.8	100.0
Lakhimpur Kheri	21.5	40.5	37.8	0.2	100.0
Bharaich	17.7	40.1	33.4	8.7	100.0
Total	32.7	39.9	22.0	5.3	100.0

Interestingly, Kapilvastu, despite being one of the popular Buddhist pilgrimage center, received the second highest responses (after Shrasvati) as having poor accommodation, viz. 24.1% (Table-6.12). This might be due to the fact that Kapilvastu is not frequented much by the domestic tourists and lesser the number, more are the chances of getting unenthusiastic feedback.

Figure-6.3

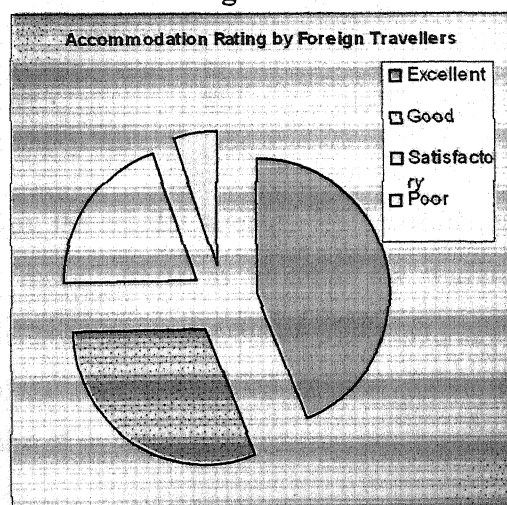


As far as foreign tourists are concerned, 74.6% of the total respondents have rated accommodation as excellent or good, both the categories accounted for 43.8% and 30.8%, respectively. Agra, as expected, came good at 52.1% followed by Kushinagar (50.1%) for having excellent hotel units, whereas Goverdhan was found to having maximum percentage (30.8%) in the poor rating (Table-6.13 and Figure-6.4).

Table-6.13
Evaluation of Accommodation Facility Foreign Travellers

Locations	Percentage Distribution				
	Excellent	Good	Satisfactory	Poor	Total
Agra	52.1	28.1	14.6	5.2	100.0
Allahabad	24.3	47.1	24.5	4.1	100.0
Kanpur	12.5	42.2	43.8	1.5	100.0
Lucknow	57.5	24.5	16.9	1.0	100.0
Vrindavan	40.0	37.9	14.3	7.8	100.0
Goverdhan	7.7	43.1	13.8	35.5	100.0
Mathura	32.2	36.3	26.6	4.9	100.0
Sarnath	34.6	50.3	9.9	5.2	100.0
Varanasi	28.2	33.2	33.3	5.3	100.0
Lalitpur	0.0	64.0	36.0	0.0	100.0
Jhansi	16.7	54.4	27.8	1.2	100.0
Chitrakoot	40.0	60.0	0.0	0.0	100.0
Shravasti	38.6	41.1	11.0	9.2	100.0
Barabanki	13.8	83.1	3.1	0.0	100.0
Kapilavastu	22.3	52.2	25.5	0.0	100.0
Kushinagar	50.9	30.0	17.2	1.8	100.0
Mirzapur	20.0	45.0	35.0	0.0	100.0
Sitapur	32.9	14.4	52.7	0.0	100.0
Gorakhpur	45.6	28.3	19.2	7.0	100.0
Lakhimpur Kheri	66.7	33.3	0.0	0.0	100.0
Total	43.8	30.8	20.2	5.2	100.0

Figure-6.4



The opinion of the domestic tourists (Table-6.14 and Figure-6.5) presents a very rosy picture as far as quality of food is concerned. 48.7% and 38.9% of the sample contacted for references opined that the quality of food is either very good or reasonable.

Table-6.14
Evaluation of Quality of Food - Domestic Tourists

Locations	Percentage Distribution			
	Very Good	Reasonable	Poor	Total
Agra	61.7	29.0	9.3	100.0
Allahabad	59.5	32.8	7.7	100.0
Kanpur	31.2	57.7	11.1	100.0
Lucknow	46.8	40.9	12.4	100.0
Vrindavan	53.6	39.8	6.6	100.0
Goverdhan	75.0	20.6	4.4	100.0
Mathura	55.3	38.2	6.6	100.0
Sarnath	33.1	65.1	1.7	100.0
Varanasi	40.8	39.3	20.0	100.0
Lalitpur	41.0	44.1	14.9	100.0
Jhansi	45.5	49.8	4.8	100.0
Chitrakoot	46.0	43.2	10.8	100.0
Ayodhya	25.4	65.6	9.0	100.0
Faizabad	57.2	33.5	9.3	100.0
Shravasti	25.1	36.9	37.9	100.0
Barabanki	68.3	21.4	10.2	100.0
Garhmukteshwar	37.3	58.3	4.4	100.0
Hastinapur	32.9	47.5	19.6	100.0
Sardhana	38.7	56.4	4.9	100.0
Meerut	68.1	20.4	11.6	100.0
Kapilavastu	61.6	32.6	5.8	100.0
Kushinagar	41.4	47.6	11.0	100.0
Mirzapur	62.0	30.7	7.3	100.0
Sitapur	35.9	61.7	2.5	100.0
Gorakhpur	60.8	33.5	5.6	100.0
Lakhimpur Kheri	52.1	28.8	19.1	100.0
Bharaich	28.1	47.8	24.0	100.0
Total	48.7	38.9	12.5	100.0

Despite of these figures, the scholar strongly feels that the public and private sector entrepreneurs should make efforts to promote the traditional cuisines of Uttar Pradesh; which will not only rejuvenate the tradition and popularize the same, but also provide more employment opportunities to the indigenous community hence improving their standard of living.

The same is also reflected from the data collected from foreign tourists, as is evident from Table-6.15 and Figure-6.6 given below. Only 14.1% of the respondents have estimated the quality of food as poor. Again the scholar found that there is a lot of scope to improve hygienic conditions almost at all the places of tourists' interest.

Table-6.15
Evaluation of Quality of Food - Foreign Tourists

Locations	Percentage Distribution			
	Very Good	Reasonable	Poor	Total
Agra	42.7	47.2	10.1	100.0
Allahabad	74.7	24.3	1.0	100.0
Kanpur	72.2	25.6	2.2	100.0
Lucknow	51.8	26.6	21.5	100.0
Vrindavan	61.8	21.8	16.4	100.0
Goverdhan	67.3	19.0	13.7	100.0
Mathura	39.8	42.6	17.6	100.0
Sarnath	31.3	64.4	4.3	100.0
Varanasi	45.8	30.3	23.9	100.0
Lalitpur	75.0	25.0	0.0	100.0
Jhansi	58.3	40.7	1.0	100.0
Chitrakoot	60.0	40.0	0.0	100.0
Shravasti	47.0	40.3	12.7	100.0
Barabanki	5.9	76.1	18.0	100.0
Kapilavastu	52.1	19.5	28.4	100.0
Kushinagar	54.3	31.1	14.6	100.0
Mirzapur	65.0	25.0	10.0	100.0
Sitapur	40.4	46.6	13.0	100.0
Gorakhpur	52.9	39.7	7.4	100.0
Lakhimpur Kheri	45.0	55.0	0.0	100.0
Total	45.0	41.0	14.1	100.0

Figure-6.5

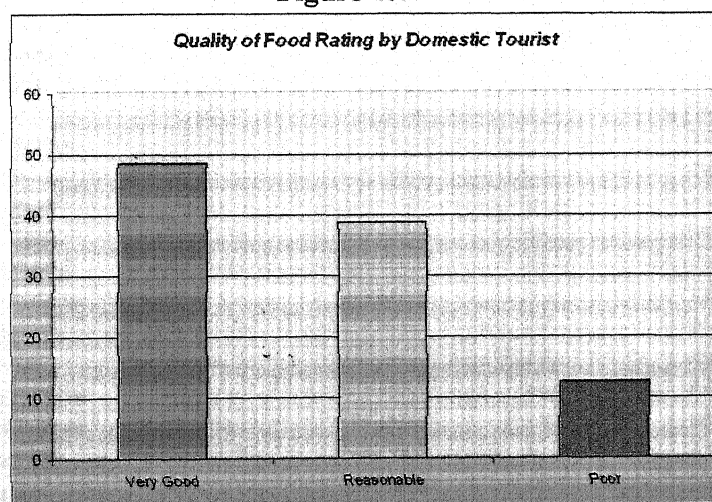
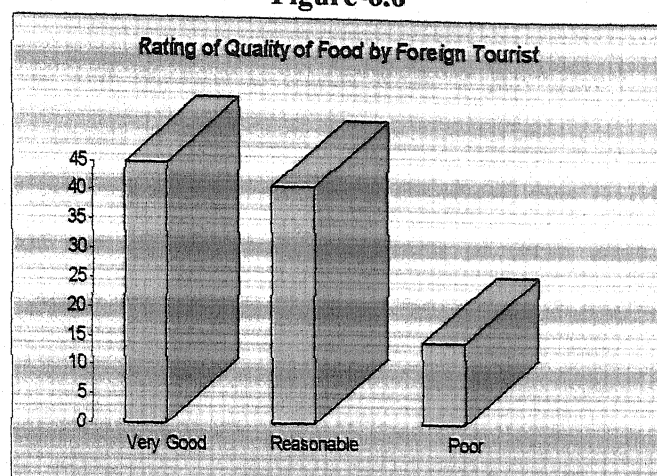


Figure-6.6



An analysis of the information collected in relation to the responses about the quality of attractions divulge an interesting finding that an otherwise non-tourist destination like Meerut (Table-6.16) has achieved the top place in the category of *very interesting attractions*, whereas an internationally established destination like Agra could manage to achieve only thirteenth position in the same category.

Table-6.16
Quality of Attractions (Domestic Tourists)

Locations	Percentage Distribution			
	Very Interesting	Average	Not Interesting	Total
Agra	52.1	37.2	10.7	100.0
Allahabad	71.3	20.5	8.1	100.0
Kanpur	54.2	27.3	18.5	100.0
Lucknow	41.2	35.9	23.0	100.0
Vrindavan	63.7	31.4	5.0	100.0
Goverdhan	67.9	23.1	9.0	100.0
Mathura	48.7	30.9	20.4	100.0
Sarnath	71.3	28.2	0.5	100.0
Varanasi	62.0	32.5	5.5	100.0
Lalitpur	31.3	64.1	4.5	100.0
Jhansi	47.7	39.1	13.2	100.0
Chitrakoot	58.5	24.1	17.3	100.0
Ayodhya	45.1	48.1	6.8	100.0
Faizabad	40.2	30.9	29.0	100.0
Shravasti	13.9	39.9	46.2	100.0
Barabanki	55.8	26.7	17.5	100.0
Hastinapur	51.5	39.8	8.7	100.0
Sardhana	61.5	31.1	7.4	100.0
Meerut	74.5	18.5	7.0	100.0
Kapilavastu	42.9	20.3	36.8	100.0
Kushinagar	50.3	31.1	18.6	100.0
Mirzapur	61.7	25.9	12.4	100.0
Sitapur	25.1	48.8	26.1	100.0
Gorakhpur	54.4	33.7	11.9	100.0
Lakhimpur Kheri	11.9	11.0	77.1	100.0
Total	55.3	33.1	11.5	100.0

Further discussions with the tourists and in-depth studies were insightful enough to prove that the groups or individuals that visited the above mentioned non-tourist destinations were not very apprehensive about the places they could visit and did not have well defined motivational factors. Majority of these were either VFRs' or cultural tourists. Again the cumulative figures illustrate that majority of the tourists (Figure-6.7) had been satisfied with the attractions visited at different locations.

A study on the similar factor, as projected through Table-6.17 and Figure-6.8 below, brings forward the fact that foreign tourists have had better experience at the destinations that provided them alternative and multiple attractions than only cultural or archaeological ones.

Table-6.17
Evaluation of Tourist Attraction – Foreign Tourists

Locations	Percentage Distribution			
	Very Interesting	Average	Not Interesting	Total
Agra	52.6	32.0	15.4	100.0
Allahabad	72.8	20.3	6.9	100.0
Kanpur	79.9	19.1	1.0	100.0
Lucknow	66.6	28.2	5.2	100.0
Vrindavan	50.2	47.7	2.2	100.0
Goverdhan	73.5	21.5	5.0	100.0
Mathura	61.5	36.3	2.2	100.0
Sarnath	58.9	38.9	2.1	100.0
Varanasi	62.5	35.6	1.9	100.0
Lalitpur	75.0	25.0	0.0	100.0
Jhansi	66.4	31.7	1.9	100.0
Chitrakoot	0.0	100.0	0.0	100.0
Shravasti	52.8	31.3	15.8	100.0
Barabanki	48.5	49.6	1.9	100.0
Kapilavastu	62.4	31.9	5.8	100.0
Kushinagar	55.9	34.8	9.3	100.0
Mirzapur	45.0	55.0	0.0	100.0
Sitapur	60.3	39.0	0.7	100.0
Gorakhpur	64.4	32.1	3.5	100.0
Lakhimpur Kheri	75.0	25.0	0.0	100.0
Total	56.2	33.1	10.6	100.0

Figure-6.7

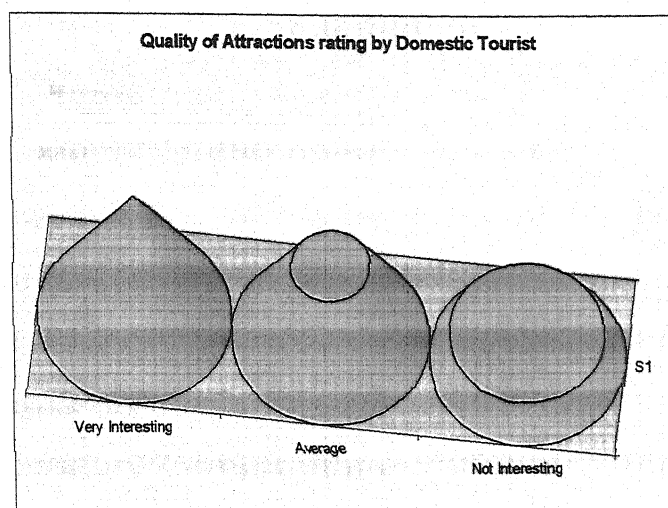
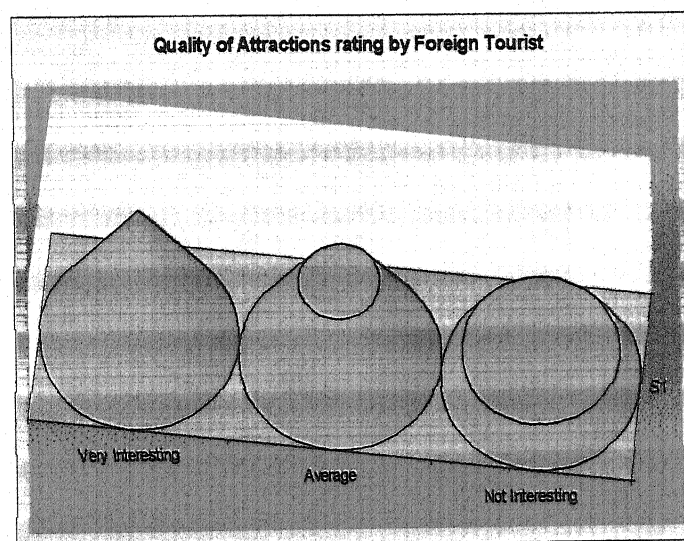


Figure-6.8

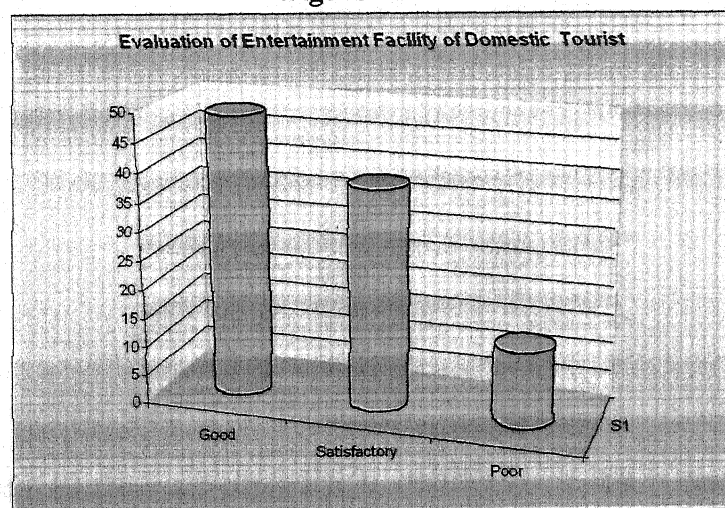


As far as the evaluation of entertainment facilities is concerned (Tables-6.18 and 6.19), it has been observed that majority of the domestic tourists have given higher priority to the destinations where some traditional fairs and festivals are held. This is obvious also, because if we go by the very psyche of domestic tourists, it is found that in maximum cases the visits are more due to combined motivational factors and, more so due to the mishmash of possibilities of *pray and play* and the segment gets enough opportunities at the places where such events are organized.

Table-6.18
Evaluation of Entertainment Facility of Domestic Tourists

Locations	Percentage Distribution			
	Good	Satisfactory	Poor	Total
Agra	50.9	31.9	17.3	100.0
Allahabad	47.2	27.6	25.2	100.0
Kanpur	50.5	33.5	16.0	100.0
Lucknow	34.1	57.7	8.2	100.0
Vrindavan	53.8	37.8	8.4	100.0
Goverdhan	22.9	65.2	12.0	100.0
Mathura	52.9	33.5	13.6	100.0
Sarnath	39.0	45.8	15.2	100.0
Varanasi	57.0	34.9	8.0	100.0
Lalitpur	26.8	56.2	17.0	100.0
Jhansi	41.1	43.6	15.3	100.0
Chitrakoot	50.0	39.2	10.8	100.0
Ayodhya	49.9	44.2	5.9	100.0
Faizabad	29.6	44.4	26.0	100.0
Shravasti	39.8	58.5	1.7	100.0
Barabanki	59.1	22.7	18.2	100.0
Garhmukteshwar	52.5	44.3	3.2	100.0
Hastinapur	63.8	23.5	12.7	100.0
Sardhana	49.5	30.1	20.4	100.0
Meerut	9.7	64.4	25.9	100.0
Kapilavastu	27.1	50.4	22.5	100.0
Kushinagar	64.7	28.2	7.2	100.0
Mirzapur	55.2	37.7	7.1	100.0
Sitapur	36.4	59.6	4.0	100.0
Gorakhpur	50.9	38.0	11.1	100.0
Lakhimpur Kheri	56.8	28.0	15.2	100.0
Bharaich	24.0	48.3	27.7	100.0
Total	48.7	38.3	13.1	100.0

Figure-6.9



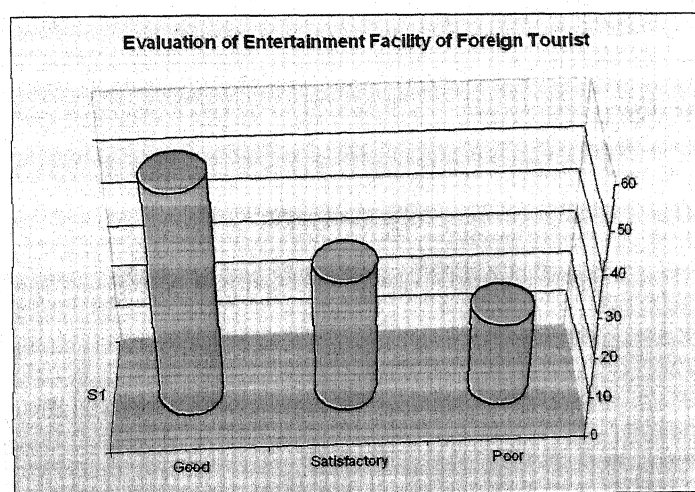
In case of foreigners it was experienced that more weightage has been given to the places where there are chances of either active involvement in the touristic activities,

rather than passive observation, or people can get occupied in some community participation, as is apparent from the preference given to places like Vrindavan, Goverdhan and Varanasi.

Table-6.19
Evaluation of Entertainment Facility (Foreign Tourists)

Locations	Percentage Distribution			
	Good	Satisfactory	Poor	Total
Agra	46.9	31.7	21.4	100.0
Allahabad	28.5	59.4	12.1	100.0
Kanpur	56.1	30.3	13.6	100.0
Lucknow	54.6	35.6	9.8	100.0
Vrindavan	71.3	20.4	8.3	100.0
Goverdhan	71.9	11.1	17	100.0
Mathura	25.2	51	23.8	100.0
Sarnath	42.4	43.6	14	100.0
Varanasi	62.8	21.5	15.7	100.0
Lalitpur	90	10	0	100.0
Jhansi	49.1	18.2	32.7	100.0
Chitrakoot	0	100	0	100.0
Shravasti	55.2	33.3	11.5	100.0
Barabanki	2.6	90.7	6.7	100.0
Kapilavastu	45.2	35.6	19.2	100.0
Kushinagar	55.5	28.1	16.4	100.0
Mirzapur	55	45	0	100.0
Sitapur	46.5	39.5	14	100.0
Gorakhpur	51.2	36.2	12.6	100.0
Lakhimpur Kheri	35	65	0	100.0
Total	53.7	32.2	20.5	100.0

Figure-6.10



Figures-6.9 and 6.10 above are supportive to the conclusion that in case of both the type of tourists- Domestic or International, the overall grading had been pretty satisfactory.

Table-6.20
Evaluation of shopping Facility – Domestic Tourists

Locations	Percentage Distribution		
	Adequate	Poor	Total
Agra	55.9	44.1	100.0
Allahabad	70.4	29.6	100.0
Kanpur	62.1	37.9	100.0
Lucknow	66.9	33.1	100.0
Vrindavan	65.8	34.2	100.0
Goverdhan	79.5	20.5	100.0
Mathura	74.6	25.4	100.0
Sarnath	48.9	51.1	100.0
Varanasi	75.0	25.0	100.0
Lalitpur	51.7	48.3	100.0
Jhansi	56.4	43.6	100.0
Chitrakoot	64.3	35.7	100.0
Ayodhya	71.1	28.9	100.0
Faizabad	69.7	30.3	100.0
Shravasti	25.3	74.7	100.0
Barabanki	78.7	21.3	100.0
Garhmukteshwar	58.7	41.3	100.0
Hastinapur	39.8	60.2	100.0
Sardhana	62.2	37.8	100.0
Meerut	36.4	63.6	100.0
Kapilavastu	74.2	25.8	100.0
Kushinagar	62.0	38.0	100.0
Mirzapur	59.1	40.9	100.0
Sitapur	41.7	58.3	100.0
Gorakhpur	60.3	39.7	100.0
Lakhimpur Kheri	64.9	35.1	100.0
Total	65.8	34.2	100.0

It is generally stated about tourism and hospitality industry that *coca-colaization* should be avoided in order to enhance the USP of the products, services or facilities. The same had been the reason behind the tourists finding shopping facilities adequate at the places from where they could procure more of the indigenous souvenirs. The same can be sensed through Tables- 6.20 and 6.21. Again the graph is bent towards higher satisfaction rate than dissatisfaction (Figures-6.11 and 6.12).

Figure-6.11

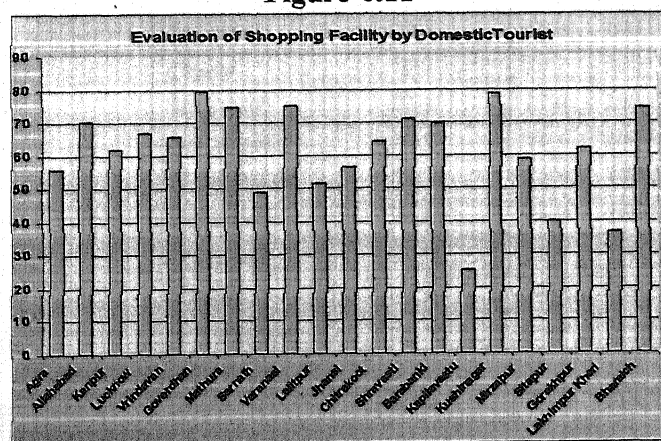
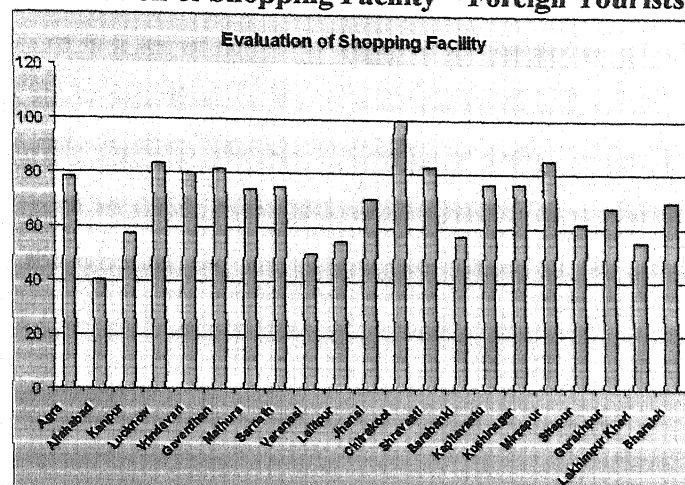


Figure-6.12
Evaluation of Shopping Facility – Foreign Tourists



The more difference between adjudging the shopping facilities as adequate in case of overseas visitors compared to the domestic tourists is easily understandable due to the above statement that the more the difference, the more would be the attraction.

Table-6.21
Evaluation of Shopping Facility
Foreign Tourists

Locations	Percentage Distribution		
	Adequate	Poor	Total
Agra	78.4	21.6	100.0
Allahabad	40.4	59.6	100.0
Kanpur	57.4	42.6	100.0
Lucknow	83.6	16.4	100.0
Vrindavan	80.0	20.0	100.0
Goverdhan	81.2	18.8	100.0
Mathura	74.2	25.8	100.0
Sarnath	74.9	25.1	100.0
Varanasi	50.1	49.9	100.0
Lalitpur	55.0	45.0	100.0
Jhansi	70.7	29.3	100.0
Shravasti	82.4	17.6	100.0
Barabanki	56.9	43.1	100.0
Kapilavastu	76.1	23.9	100.0
Kushinagar	76.0	24.0	100.0
Mirzapur	85.0	15.0	100.0
Sitapur	61.6	38.4	100.0
Gorakhpur	67.6	32.4	100.0
Lakhimpur Kheri	55.0	45.0	100.0
Total	69.8	30.2	100.0

Conclusively, the scholar feels that though the revelations had been more or less pleasing, yet there is a lot of scope to improve all the above mentioned parameters because in the study area there is more to be explored and bring forth to attract the quality and sensible tourists- whether of Foreign or Indian origin. Further, expanding touristic experience to countryside and remote places (as discussed earlier as well) will empower the ignorant and underprivileged masses of the state which has more populated rural regions as compared to the urban ones. Therefore, there is pressing need of public, private sector and community participation to optimize the benefits of the ever ascending and yielding phenomenon termed as tourism.

Chapter VII

Recommendations and Conclusion

Chapter VII

Recommendations and Conclusion

The nomadic urge of the by gone era has now transformed into the most flourishing global industry, singularly accounting for more than 8% of the world trade and approximately 30% of the total trade in services. The prognosis of futurologists that tourism may emerge as the largest industry of the world has virtually come true. The growth in international tourist traffic has been simply unprecedented during the post World War II period. With its present pace of development tourism may account for about 2000 billion dollars by 2021, is how the majority tourism scholars have predicted. The magnitude of multifarious advantages of this multidimensional phenomenon is consistently motivating more and more countries to take it up as one of the priority areas in their central planning process.

Owing to its enormous advantage in terms of foreign exchange earning, employment potential, infrastructural development, social awareness, greater income and employer multiplier and a horde of other Socio- Culture and Economic advantages, tourism is now better known as an agent to holistic development. Obviously the developing countries vitally need it as the single answer to their multi-prong problems; though their share is still distantly less, both in terms of tourist arrivals and receipts when compared to the affluent nations. There was a time when Central and West European countries together with North America accounted for 96% of the tourist traffic and tourism receipts, thus leaving behind just 4% to be scarcely distributed among the entire lot of developing economies. Interestingly, this gap is now steadily narrowing down. The new trends are particularly in favour of Asia – Oceania Region, where India is an important entity. Thus, the time is ripe now to evolve and implement

realistically viable tourism development programmes, if the country has to emerge as a popular tourist destination.

The pace of growth in worldwide tourist traffic over last few decades, more so, after World War II has been virtually dramatic, which is well evident from the fact that as against 25 millions and US \$2 billion in 1950, the tourist traffic and tourism receipts respectively touched 922 million and 944 billion US\$ mark by the year 2008 .

UNWTO's *Tourism 2020 Vision* forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travellers.

East Asia and the Pacific, Asia, the Middle East and Africa are forecasted to record growth at rates of over 5% year, compared to the world average of 4.1%. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020

An interesting fact which comes to the fore is that the major tourism destination countries and regions have so far been traditionally leading global tourism markets in that order. Thus, obviously Europe and Americas are the top tourism generating regions of the world. Till late sixties, these two regions were together accounting for about 96% of the total international tourist arrivals and approximately 90% of the global tourist departures. However, over last five decades their share has been witnessing consistent decrease in both perspectives. Consequently, by the year 2004, their share came down to 71.77 % and 73.57 % in terms of tourist arrival and tourism receipts, respectively. In contrast, the performance of such emerging economies like Japan, China, South Africa, South Korea and Countries of Middle East and South East Asia has been steadily improving, to the extent that China now occupies top fourth position in terms of

tourist arrivals, displacing such traditionally popular destination countries even like Italy and U.K.

There had been many factors influencing tourism trends in past which may continue to influence tourism trends in future, as well. The generic factors that may influence the future tourism trends have been nicely summed up by Robert Came (1969) in his article, the 'Future of Tourism', as under:

- *The world's population is growing at an extremely fast pace and the average length of life will be nearly 80 years.*
- *Per-capita income will grow swiftly and will reach extremely high levels in the industrialized countries*
- *"The-Distance" in space will be all but eliminated, and this will result in comparatively lower transport costs.*
- *The widespread automation of productive processes will lead to a great increase in the leisure activities because of the growing amount of "free time".*
- *The rural population will shrink nearly everywhere in the economically developed countries, approaching the level of the United States where at present less than 10 percent of the total population i.e., about 5 percent of the active population is employed in agriculture.*
- *The population employed in the secondary and tertiary sectors will consist almost entirely of persons living in towns who, hand in hand, with increased spatial mobility, will have greater occupational and social mobility.*
- *Congestion of tourist traffic shall create problems in traffic in time and space.*
- *Greater educational opportunities and in-depth information will lead to increased curiosity and that in turn, to a greater desire for knowledge.*

All the eminent futurologists including Fraustie, Came and Kahn promise for more leisure available to the society in coming times, which will obviously have a major impact on tourism growth. The quote Fraustie (cited in Singh 1982): "*It is generally expected at present that fairly in near future the average citizen of economically developed country will be able to meet his needs by working thirty hours a week. Thus the time that an individual will devote to productive activities in future will take up about 6% of his existence*".

India is credited to pioneer the concept of tourism in the form of pilgrimages, as early as during Vedic Era. Accounts from the *Epics* and *Puranas* reveal that the tradition of religious travels flourished all through the ancient times, and that, sincere efforts were made by the contemporary rulers to develop wayside facilities and amenities, especially *enroute* the sacred centers. In fact, aware of the paramount contribution of 'travel' in broadening the horizons of knowledge *vis-à-vis* forging social integration, it was intelligently blended with religious dicta so as to make traveling a social movement. '*Indra (wise qualities!) is the friend of travelers, therefore travel has God*' jealously preached by the scriptures to inculcate healthy guest - host relationship, been propounded in the *Aieterya Brahmina* in order to instill social attitude for '*Charevati Charevati (keep on traveling and traveling)*'. The principle of '*Atithi Devo Bhav(Guest is God)*' is still valued by the society though the rising materialism has considerably eroded it.

While the glorious tradition of pilgrimages has steadily prospered over the years, international tourism is yet to come of age in the country despite its vividly varied and rich touristic appeal. As evident from the Preamble of National Tourism Policy (1997), India is aware of its tremendous tourism resource treasure *vis-à-vis* the strength of tourism as tool to holistic development, and is therefore vying to achieve its rightful share in international tourism.

Evidently, the significance of tourism is comprehensively acknowledged and appreciated by the government of India. In fact, efforts to promote neo-tourism in

the country date back to 1945 when a committee under Sir John sergeant was constituted to find ways and means to promote this industry. Though no budget could be allocated to it in the First Five Year Plan, tourism became an important constituent of national planning, onwards the second five year plan. The strong desire of country's policy makers to promote tourism is aptly illustrated by the various actions taken to this effect, ranging from *'creation of regional tourism offices in the country and abroad, setting-up NCT; inception of institutions like DOT, ITDC; State Tourism Departments, State Tourism Development Corporations, IITTM, TFCI, and National Council of Hotel Management, Catering and Nutrition; Launching special operations schemes viz; Operation US and Operation UK; and Organizing India festival abroad to penetrate potential markets; awarding industry status to tourism; celebrating visit India year(s) and above all putting tourism under an exclusive Ministry at the Centre and in some states.* Today, India has virtually the most intensive organizational structure of tourism the world. As a result of these efforts international tourist arrivals have steadily increased over the years, registering an average annual growth rate of about 10% during 1950-1990 period. In net terms, the tourism arrivals touched 3.37 million mark in 2004 as against 16829 arrivals in 1951. Though, country's share in the international tourism is still too meager, 0.44% in terms of tourist arrivals and 0.77% in terms of tourism receipts, the recent trends strongly indicate towards consistently better performance. During 1991 – 2006 period, despite negative trends in the year 1993 (assassination of Sri Rajiv Gandhi), 1998 (General Elections), 2001 and 2002 (after affect of Iraq War, September 11 incident, and terrorist attack on Parliament), tourist arrivals marked net increase of about 1.68 million, during this period.

Country-wise, U.K has traditionally been the largest market for the country, though, of late USA has replaced the former. The touristic significance of these two countries for India is evident from the fact that, together they accounted for over 32.3 % of the total arrivals to the country in 2007. Canada, France, Sri Lanka, Germany, Japan, Malaysia, Australia and Singapore accounting for 3.9%,

3.8 %, 3.5 %, 3.3 %, 2.6%, 2.5 %, 2.4 % and 1.8 % arrival, respectively were the other countries standing on the top ten markets of India in 2007. Over the years, the top ten tourist markets of the country remained generically more or less same with minor reshuffles in the order of the rank.

Presently India has share of meager 0.49 % only, whereas France took a lead recording 76 million arrivals(9.41% share) followed by Spain, USA, China Italy and UK. Among the Asian countries, China has emerged a leader with 46.81 arrivals (5.79% market share). Going by the available statistics for the year 2005, it is evident that India's share in international tourism in terms of *tourism receipts* (0.8 %) has been considerably higher as compared to the tourist arrivals (0.49 %). Also, during 1991-2007 period while the country experienced negative annual growth in 1993, 1998, 2001 and 2003, the negative trend in terms of tourism receipts was prevalent only in the year 2002 and that too by merely - 1 %. It is also apparent from the discussion that the negative growth got effectively countered by the strong growth marked in 2004, 2005 and 2006, which was respectively 15.7 %, 31.5% and 16.5%.

The stronger growth patterns in receipts can be attributed to fact that the average *length of stay per tourist* (around 30 days) in the country is one of the highest in the world. Increasing tourist expenditure on account of the interplay of rising prices vis-à-vis worldwide growing per capita income too has its obvious impact in this regard. The economic significance of tourism for India becomes all the more vital in view of the fact that, even now, when the country's share in world tourism receipts is merely 0.8 %, it is already acting as the third largest source of its foreign exchange earnings.

On account of the open air policy of the central government *vis-à-vis* steady increase in the income of the people especially those concerned with the multinationals or working/dealing with exports, the outbound trends have consistently been witnessing remarkable growth, particularly onwards early

nineties of the last Century. Unlike the negative growth in international tourism, as well as, in the context of inbound traffic to India, the outbound tourism has never experienced negative growth during last fifteen years though there was zero growth in the year 1994. In fact, the growth has been remarkably high in the year 2006 and 2007, i.e., 16.1% and 15.6 % respectively.

Though, no authentic data are available in this context, conservative estimates reveal that annually over 430 million people travel from one part to the other parts of the country under different pretexts of tourism. Obviously, pilgrimage had and continues to have the lion's share in domestic tourism in India.

Experiments, all over the world, and resultant experiences have proved that success of a tourist destination depends upon totality of strategic efforts made by various stakeholders and careful marketing, in addition to the inherited tourism magnetism along with the uniqueness of resources, products and activities. This, obviously, requires well-conceived and effectively implemented innovative steps from all the players including planners & policy makers, practitioners, representatives from hospitality sector and media persons to even academic institutions. *O'Brien* -a British tea saloon owner- has rightly stated "*with innovative and effective marketing, one can motivate the people to even eat hay, after the meals*". Tourism marketing, undoubtedly, is extremely complicated and challenging task, mainly due to prevalence of literally independent components of tourism product, in addition to multiplicity of regions in a tourism system that prove to be symbiotic to each other for carrying out varied tourism operations efficiently.

Diverse preferences, priorities, wide-ranging spending abilities & patterns, spectrum of motivations, varied socio-cultural linkages, ethics & ensuing values and customs etc. of the tourists further accentuate the challenges for tourism promoters, practitioners and those who are involved with the management and development of destinations. Then there is a whole set of factors like highly

dynamic & capricious economic scenario, newer sets of developmental philosophies & policies, escalating competition, fast changing political equations amongst various countries, climatic *catastrophes* at destination, transit or tourist generating regions, having direct correlation with the performance of any tourism system. Undoubtedly, the perceptions, priorities and preferences of individuals or various groups of tourists with regard to perceived touristic appeal of resources or destinations, motivations & reasons behind visit or repeat visits, choice of specific mode & type of transport or board & lodging facilities, shopping behaviour, and price sensitivity do vary, from season to season, circumstances to circumstances and destination to destination.

Talking in Indian context, while appreciating tourist resource potential in the country, Hinchingsbrook J. (1970) in his thought-provoking article "*The Myth of Tourism*" observes that, "*the great mass of India's potential market is still awaiting to be told what India really is*". Almost similar views have been expressed by *Chester Bowles* (1967), in his paper "*Tourism - an untapped market*" - '*Why not show them the promise of India's future as well as of India's ancient glories and her varied Natural Resources?*' Thus, while the earlier statement speaks of the failure of the country in terms of en-cashing her vast resource potential, the latter, in a way, is a feedback on the prevailing market awareness, about its otherwise class historical, cultural and natural tourist treasures. The observations of *Singh* (1974), *Anand* (1976), *Adhikari* (1984), *Kaur* (1985), *Kala* (1985), *Bagri* (1992), *Punia* (1994), *Bansal* (1994), *Singh* (1999) and various other researchers, though made in different context of Indian tourism, are taken into consideration, the poor performance of the country can be largely attributed to the lack of an effective, long term integrative tourism planning and not its weak economic base. This conclusion is supported by the fact that there is no dearth of the tourist activities that can be promoted with little infrastructural inputs, like village/ rural tourism, heritage walks, spiritual tourism and most of the water based pursuits.

Concentrated efforts need to be made to undertake in depth and applied studies on the Demand Supply perspectives in Indian context, if the country is to achieve its rightful share in International Tourism.

In view of the huge geographic area of the country vis-à-vis the multitude of diversity in the tourist resources in its different geographic, cultural and socio-economic sector, it becomes imperative to confine research to limited and defined geographic and administrative regions.

The state of Uttar Pradesh, otherwise not so rich in economic geology, has a fabulous tourism resource treasure which, if judiciously exploited, can not only act as the mainstay for the people but may bring in overall prosperity to the state, as a whole.

Uttar Pradesh was steadily emerging as a major destination on the International map of tourism but due to formation of new state of Uttranchal the progress has been a bit slow in recent years. The fact that about 20% foreign tourists coming to India do visit one or the other destinations of Uttar Pradesh itself speaks of its being, one of the leading tourism states of the country.

However, Considering the rich touristic appeal of the state, specially its fascinated monumental heritage, alongside the unique and colorful folk art and craft forms, its market both in terms of domestic and foreign tourism is still meager as compared to the prevailing tourismagnetic appeal. Evidently, a country like France, which less population and even lesser geographic area attracts above 70 million foreign tourist per annum against merely .5 million by the later.

Therefore, it becomes imperative to critically assess the situation and cross examine the facts in the light of the tourism development, strategies adopted by the state of Uttar Pradesh, and accordingly suggest viable steps to this effect.

The above reason prompted the present scholar to take up an applied research problem on Uttar Pradesh, as under:

Organization & Management of Tourism in Uttar Pradesh: A Critical Assessment

The hypotheses to be tested for the above problem are as follows:

Growth and Development of Tourism in Uttar Pradesh is nowhere close to its rich tourism resource treasure.

Tourism in Uttar Pradesh has been comprehensively developed, as tourism being planned scientifically and in an integrated manner.

The Institutions and Organisations acting in the field of Tourism are prudently employing state of art knowledge and skills in promoting Tourism

The Management of Uttar Pradesh as a Tourism Destination is being effectively carried out.

The objective of study, as revealed from the research topic it, is to critically assess the growth and development of tourism in Uttar Pradesh, identify the problem areas and accordingly suggests appropriate strategies.

- For convenience the objective can be divided into under mentioned sub-objectives to study the tourism resource potential, and existing tourist plant facilities in the study area.
- to examine the domestic and foreign tourist traffic trends in the state of Uttar Pradesh.
- to understand the existing gap (if any) between tourist demand and tourist supply in both quantitative and qualitative terms.
- to make an indepth study of Organization and Management of Tourism in the State.
- to undertake prognosis on the future tourist traffic trends and tourist demand patterns.

- to critically perceive prevailing planning and policy framework.
- to perceptualize the major constraints on way to the development of tourism in the state and accordingly suggests some viable strategies.

The study would systematically enlist and map the tourism resource potential of Uttar Pradesh, which may prove to be a ready reference for those concerned with tourism.

The present piece of research would inculcate understanding among the various players of the tourism

In the study area about the actual tourist demands in both quantitative and qualitative term and accordingly review their planning/ Marketing strategies including repositioning of their products and services.

Study may prove particularly useful to the public sectors, tourism institutions, planners and policy makers to peceptualise inter-relationship and accordingly reset their priorities.

The study looks forward to be instrumental, to whatever extent, in anticipating the growth and development of tourism, in the state in long-term perspective through cautious utilization of the resources and bringing a positive touristic image of Uttar Pradesh.

Information on the geographic and socio-cultural perspectives of the study area shall be collected from the authentic 2nd resources including books, research papers, project readings and published and unpublished reports of a concerned governments departments.

Good deal of literature now available from the available tourist resource potential in Uttar Pradesh, though largely in fragmented form, apart from being incomplete and unsystematic. Therefore, whenever required, primary data shall be collected through on the spots visit and other possible means.

Likewise, the facts readily accessible about the existing tourist plant facilities and support infrastructure shall be authenticated and updated, wherever required, by collecting primary information.

The qualitative and quantitative analysis of tourist demand shall be based on the interpretation derived out of the specially framed questionnaires. Different set of questionnaires shall be developed to collect the responses from the tourists and public sectors, tourism institutions, tourism enterprises and the common man. To perceptualize the opportunities, scope, constraints and gray areas with regard to the growth and development of tourism in the study area.

The sampling method and data analysis and interpretation techniques shall be decided taking in view the viability vis-à-vis affectivity perspective. Indeed each set of questionnaire shall be used after incorporating changes and modifications based on feedback from the test questionnaires. Generally 5 points scale shall be the option for the respondents but a few questions would also be open ended. As far as possible, efforts shall be made to collect maximum information through mail questionnaire method so as to ensure authenticity.

For requisite details on planning and policy aspects the scholar shall exclusively be depending on available published and unpublished reports of the Uttar Pradesh tourism, UPTDC, DOT, Govt. of India, Dept. of Tourism and such other institutions.

Having had understood the state of problem the strategies shall be recommended essentially considering the viability perspective. The scholar shall try to specifically suggest model strategies for some selective destinations alongside some generic issues related to HR, Marketing, Travel trade procedures, Hoteling, event managements and in addition to social and ecological aspects.

Some studies have so far been undertaken on growth and development of tourism in Uttar Pradesh. Uttar Pradesh tourism with these help of some consultancy services has done a reasonably good job towards growth and development of tourism. Among of a few other studies directly or indirectly dealing with the similar perspective are by Bhatia A.K (1978), John Bryden (1973), Medlik and Burkart (1976), Douglas Pearce (1989) gearing Charles (1976). As far as the data collection and interpretation techniques in the present context are concerned Bar

on (1979) Gravseltor and Wallrace ((1985) and Crompton (1979) are especially noteworthy considerable help can also be derived from the work of L.T CRAMPON (1963), H.T Davis (1968), Michael Peters (1969), W.T.O (1985) in the subsequent phases of these present study.

As it is apparent from the above discussion, limited works are available on the subject of present research. This fact obviously would compel the researchers to consistently interact with Government organizations, hoteliers, tourism scholars and experts from allied field to keep on improving the data collection and interpretation techniques in order to reach to nearly authentic conclusions Time, money and manpower would again be a major restraint areas in view of these comprehensively large framework of the present study.

The situations, problems and suggestions discussed in the foregoing are herewith summarized in terms of specific points;

- *India virtually has the potential to be the land of all seasons and all reasons and the state of Uttar Pradesh is no exception.*
- *Performance of the country in general and Uttar Pradesh in specific of International tourism has so far been quite poor, more-so in view of its unique and extraordinarily diverse tourist resource potential.*
- *Despite a fabulously rich tourism development potential vis-à-vis a long and prestigious heritage of tourism, especially in the form of pilgrimages, India has a comprehensively distorted image in terms of socio-economic and infrastructural environment, and the same reflects for Uttar Pradesh as well.*
- *A closer assessment of the planning, policy and organizational perspectives reveal that Uttar Pradesh has been making desperate efforts to promote both domestic and international tourism, but somehow the results so far have not been much satisfactory.*
- *A cursory review of the contemporary context may readily prove that despite of the lack of the range of fiscal and non-fiscal incentives provided*

to the latent and effective tourism enterprises-the proven organizational strength of tourism at central and state levels- the number of travel and hospitality enterprises and the promotional efforts in the context of the study area is comparatively positive.

- *Thus, the obvious basis for slackness in performance of tourism can be attributed to the lack of effective destination planning and marketing strategy.*

In view of the above observations, it is **recommended** that:

1. *The country in general and Study area in particular should essentially and urgently go for a thoroughly research based planning. Authentic data on the various perspectives of the destination environment, dynamically changing tourist market and destination trends, emerging demand patterns and the expectation and satisfaction levels of the tourist are, thus, becoming the essential pre-requisites. On account of the readily available trained manpower vis-à-vis requisite paraphernalia, the universities in particular can play a determining role in this context. Assigning this sacred mission to the universities may not only prove to be the most effective strategy but comprehensively economic, as well. U.G.C., I.C.S.S.R., C.S.I.R., C.I.H.R. and D.O.E. etc. can be conveniently approached to promote applied research in tourism alongside those directly funded by the Department of Tourism of the State and the Central Government.*
2. *Going by the promotional efforts being made by the Central and the State Governments through print and electronic media, the outsourcing seems to be too ineffective. It is in fact leading to extensive and repetitive approach with little, if any, outcome. In this context, the possibility of marketing entities at central and state levels need to be essentially explored which should be exclusively responsible to promote India and the state as a popular destination. Ways and means to ensure direct participation/contribution by the Central and State Government, as well as the various private sector*

tourism and hospitality enterprises to this end, needs to be worked out in applied perspective.

- 3. Tourism awareness in the society goes a long way in creating an ideal tourism magnetic image of a destination, region or a country. While respect to the guest with utmost hospitality is inherent in Indian society, it needs to be refurbished in the contemporary context.*
- 4. There would be no other economic sector where the attitude, aptitude and overall professional skills are as pivotal as in the case of hospitality and tourism industry. Of course, isolated efforts have been made by the Central and State Governments, universities and some private institutions to come out with tourism and hospitality education/training. However, the present facilities are urgently required to be carefully examined and strategically integrated so that the quality levels are appropriately maintained. In this context, the role and contribution of the Indian Institute of Travel and Tourism Management (IITTM) and its various branches needs to be reviewed and revitalized according to the realistic requirements. "Destination specific" and "Market oriented" research is the need of the hour so as to decide whether to go for an appropriate approach of development and growth on a case to case basis.*
- 5. The concept of tourist police, as repetitively recommended in almost every tourism related document, has so far been implemented by a few destinations and that too, half-heartedly. With a little training and motivation oriented approach this concept can be effectively implemented.*
- 6. Community approach of development, in almost every walk of planning is appreciated. Even a country like Nepal has successfully and satisfactorily proven the fact. The "Annapoorna" experiment of Nepal has really emerged as a success story in the context of tourism. It can indeed prove to be an effective and efficient strategy in the Uttar Pradesh and should be seriously considered. This is especially effective in case of destinations located in the rural and remote environments.*

7. *Since demand-supply in tourism is dynamically changing; a cushion area should be kept, be it in terms of appeal, touristic activities, services, price structure or motivations. No destination can have a healthy long life cycle unless this tourismagnetism is consistently studied and accordingly modified.*
8. *The experiences over the years, indicate that meteorological, economic or political problems, in one or the other part of the country, comprehensively affect tourism industry as a whole. Therefore, a decentralized approach to tourism marketing and promotion needs to be applied with essential impacts of crisis management.*
9. *Tourism on account of its multifarious social cultural, economical and environmental benefits needs to be strongly supported and promoted in the study area.*
10. *In the view of the fact that Uttar Pradesh has a very strong resource base for development of 'nature tourism' and 'spiritual tourism', the same may be aggressively promoted along with pilgrimage and cultural tourism*
11. *Likewise, tourism and new tourism need to be conceptually understood, thus, while the former is a generic concept that involves the touristic visits of all the segments of the travelers, the later exclusively covers those traveling to a definite destination under well-defined motive and are well ready to respect to prescribed norms, at times 'self imposed ones'. A typical example can be taken from the trends introduced in the case of the national parks and sanctuaries. Realizing the fact that rising the entry fees or enhancing the tariff of the product seldom stop the otherwise unwanted guest to visit, thus, came the noble idea of the strict dress and behavioral code, and prescribed facilities coupled with a series of don't and do's.*
12. *The available tourist plant facilities at the destinations like Agra, Varanasi, Allahabad, Mathura/ Vrindavan, Gorakhpur, Jhansi, Chitrakoot etc. are adequate in the view of targeted domestic market. However, to ensure greater interest and satisfaction of the foreign tourist, anthropologists genuinely interested in one or the other cultural manifestations like performing arts,*

fairs and festivals and folk traditions and rituals etc. can consistently be incorporated in the class of new tourists.

13. *Since it is not possible to deny any person to visit a certain destination, the unwanted guest can always be segregated by creating desired set of supplies in terms of accommodation, food, drinks, transportation and exciting facilities need to be thoroughly reviewed especially in terms of quantity, hygiene and sanitation and from the view point of the professional services.*
14. *Tourist information services, almost in majority of the places, are either in shattered condition or are not available at all. It is proposed to take special care in this field by updating the relevant information periodically by applying efficient data gathering techniques, the processing of data should be carried out by professionals and the information must be provided to the target segments according to their needs and requirements.*
15. *The rich heritage of craftsmanship need to be revived on priority basis. Alongside, catching the positive attention of local people and their active involvement in the phenomenon of tourism, it would go a long way in the effective marketing of the various tourist destinations.*
16. *Travel trade services are virtually missing altogether, everywhere in the state except in the case of some prominent destinations. This indicates towards a pressing need of an effective awareness campaign coupled with appropriate packages of incentives required to stimulate the latent entrepreneurship.*
17. *Authentic information is the only key to sure success. Let it be sincerely realized that the tourism organizations, all round the country do not have the requisite expertise and the trained manpower to go into it. Obviously, the professionals and consultants can be employed in this regard. The state universities' potential needs to be realistically realized. In fact, in all the leading tourism countries, universities and academic institutes play a pivotal role to this effect.*
18. *Consideration to sustainable tourism developmental plan, which goes hand in hand with the socio-cultural, economic and ecological environment of the given destination or the destination region, is the utmost necessity for the*

state. Therefore the carrying capacity and EIA (Environment Impact Analysis) become too pertinent in the contemporary context and vitally significant in future perspectives. This needs to be taken care of urgently and on a perennial basis.

- 19. Last, but not least, is the warning to avoid the prevalent concept in the country and, obviously, the study area to promote anything and everything. Let there be the proper evaluation of available resources for the purpose, vis-à-vis the emerging global and domestic trends, before going in to determined decision, as to what is to be developed, when and for whom.*

Any compromise against the principles of sustainability is bound to prove divesting and hence need to be distantly avoided. Longevity of the destination lifecycle is more important than the magnitude of gains in immediate terms.

Appendices

Appendix: A.1

QUESTIONNAIRE FOR TOURISTS

PART A: LOCATION PARTICULARS

1. State

2. Name of Tourist Place

3. Category

Foreign Tourist = 1, Domestic tourist = 2, Domestic Day Visitor = 3, Foreign Day visitor = 4)

4. Place where contacted

(Hotel - 1, Tourist Spot - 2, Others (Specify) -3)

5. Date of Contact

(Specify Date, Month and Year)

PART B : DEMOGRAPHIC PARTICULARS

1. Name

2. Nationality

(For foreigners)

3. State

(for Domestic tourist)

4. Education (only for the head of the group)

1. No Education
2. Secondary/ Upper secondary
3. Higher education
4. Technical education

5. Type of occupation (only for the head of the group)

1. Business/industrialist/Trader/Petty shopkeeper
2. Professional (Private Enterprise: Chartered Accountant, Cost Accountant, Doctor, Lawyer, Engineer, Consultant, Proprietor of the firm/institute etc.)
3. Government service
4. Private service
5. Agriculture
6. Student/Researcher
7. Housewife
8. Retired
9. Others (Specify)

6. Approximate annual household income

Currency

Income

PART C: TRAVEL DETAILS

1. Are you traveling

a) Alone - 1

b) With Family - 2

c) Friends- 3

d) With Family & Friends - 4

2. Size of traveling family

3. Please give the following for the individual members in the group

Sl. No.	Sex (Male - 1, Female - 2)	Age (on last birthday)

4. Is it a package tour?

(Yes - 1, No. - 2)

5. Main purpose of visit

1. Leisure, recreation, holidays

a. Culture activities (code - 1)

b. Resorts (beaches, hills etc.) (Code - 2)

c. Wildlife (Code - 3)

d. Others (code - 4)

2. Visiting friends and relatives (Code - 5)

3. Business and professional (Code - 6)

4. Health and treatment (Code - 7)

5. Social/Religious function s(Code -8)

6. Pilgrimage (Code - 9)

7. Education (Code - 10)

8. Conference (Code -11)

9. Employment (Code - 12)

10. Sports - participating or witnessing (code - 13)

6. How did you make your travel arrangement?

(multiple response)

Self - 1, Office/Employer - 2, Travel agent - 3, Tour operator - 4, Others (specify) -5

7. Number of night stay

a) Currently number of night stay

b) Number of night stay in future

8. Place of stay

a) Type of accommodation

Starred Hotel - 1, Unstarred Hotel - 2, Guest House/ Rest House/Tourist

Bungalow - 3, Youth Hostels/YMCA etc. - 4, Dormitory- 5

Dharmasala - 6, Friends & Relatives - 7, Day visitors - 8, Others -9

9. Your source of information about these destinations (*Check (✓) where applicable*)

Brochures ☐ Travelogues ☐ Books / Magazines ☐ TV / Video ☐

Friends/Relatives ☐ Travel Agents / Tour Operators ☐ Internet ☐

Earlier Visit ☐ Any Other (*Please specify*)

PART - D :

TOUR EXPENDITURE

(REF PERIOD : YESTERDAY/TODAY)

1. If it is a package tour, what is the total cost of the package per day (in Rs.)

2. Would you please indicate the details of expenditure incurred by you Yesterday at this place? (Indicate total expenditure incurred by you and other members of family and friends traveling with you. In case of Day-visitor, indicate today's expenditure at the Center). If you have arrived today please write today's expenditure (incurred up to now and expected expenditure till the end of the day.)

(Normally we are recording yesterday's expenditure. In exceptional cases when the tourist has arrived today we are asking today's expenditure. Accordingly, reference period will differ). Reference Period for the expenditure (Yesterday =1, Today =2)

a) Accommodation Service

b) Food and Beverage Serving Services

Service	Amount (Rs)
Railway Station , Bus stand , train	
Hotels	
Private Guest House	
Govt. Guest House	
Dharamshala	
Restaurants	
Cafeteria	
Snack bars	
Lunch counters	
Refreshments stands	
Canteens	
Milk bars	
Bars & other drinking Places	
Others	
Mela, Fair, Picnic	

c) Transport Equipment Rental (Hired taxi/Car /jeep /tractor)

d) Travel agencies and similar (Reference Period: Yesterday/ today)

Services	Amount (Rs.)
Travel Agents	
Tour Operator	
Tourist Guides	

Other Recreational and Entertainment Services

Services	Amount (Rs.)
Cinema, Night clubs, Theatres	
Conferences and Conventions	
Other Amusements	

Tourism Related Industries

e) Clothing and garments

Services	Amount (Rs.)
Clothes (dhoti, sari, shirt, pyjamas, ladies suit, etc.)	
Chadar, Dupatta, Shawl, Lungi, Towel etc.	
Readymade garments	

Knitted garments, sweater, pullover, cardigan, etc.	
Bed sheet, bed cover, blanket, pillow, quilts etc.	
Knitting wool	
Others	

f) Processed food

Services	Amount (Rs.)
Tea and coffee	
Cold beverages and fruit juice	
Other beverages	
Biscuits, salted refreshments, sweets, cake, pastry	
Pickle, Sauce, Jam, Jelly etc.	
Other processed food	

g) Tobacco products

Services	Amount (Rs.)
Pan, Supari, Lime, Katha	
Bidi, Cigarette, Tobacco	

h) Alcohol

Services	Amount (Rs.)
Beer, Toddy, Liquor	
Other intoxicants	

i) Durable goods

Services	Amount (Rs.)
Suitcase, trunk, hand bag, other travel goods	
Spectacles, pen, lock, umbrella	
Radio, walkman, torch, batteries etc.	
Camera, cassettes, films etc.	
Photography, Video cassette	
Sports items and Toys	
Others	

j) Footwear

Services	Amount (Rs.)
Leather footwear	
Rubber footwear	
Others	

k) Toiletries

Services	Amount (Rs.)
Toilet soap, washing soap, washing power, hair oil etc	
Toot brush, tooth paste, tooth power	
Body talcum, power, face cream	
Shaving blades, shaving stick, razor, shaving cream	
Other toiletries	

l) Gems and Jewellery

Services	Amount (Rs.)
Gems and Jewellery	

m) Medicines and Health Related items

Services	Amount (Rs.)
Medicines and Health related items	

n) Printing and Publishing

Services	Amount (Rs.)
Book, Magazines, Newspapers, Library & other stationary	

PART E:

EVALUATION

1. Transport within the centre

Excellent -1, Good -2, Satisfactory-3, Poor- 4

2. Local Transport within the centre

Excellent -1, Good -2, Satisfactory-3, Poor- 4

3. Accommodation

Excellent -1, Good -2, Satisfactory-3, Poor- 4

4. Accommodation tariff

High - 1, Reasonable - 2, Cheap -3

5. Food Quality

Very good -1, Satisfactory -2, Poor - 3

6. Tourists attraction at the centre

Very interesting - 1, Average - 2, Not interesting - 3

7. Entertainment Facility

Excellent -1, Satisfactory - 2, Poor -3

8. Shopping Facility

Adequate - 1, Inadequate - 2

9. How do you rate the relative input of the following ingredients in an ideal vacation trip: (Indicate relative weightage by checking (✓) the appropriate box).

Inputs Ingredients	Negligible ————— Maximum				
	0	1	2	3	4
Recreation					
Leisure					
Pleasure					
Adventure					
Business					
Sports					
Education					
Information					
Cheaper Prices					
Exoticness					
Safety					
Remoteness					
Efficient Services					
Comfortable Time					
Hospitable Hosts					
Good Transportation					
Attitude of Host Society					
Unspoiled nature of destination					
Cleanliness and Hygiene					

10. How would you rate the following facilities available at the Center. Please use the relative scale to rate the criteria:

Dissatisfactory → Highly Satisfactory -1 0 +1 +2 +3 +4	
ACCOMODATION	
Variety of services	
Entertainment facilities	
Location	
Building Architecture	
Overall Ambience	
Interior Décor	
Quality of services	
Safety / Security	
Cleanliness and hygiene	
Restaurant services	
Bar Services	
Quality of room services	
Recreation facilities	
Parking	
Travel information	
Medical facilities	
Provision of shopping arena	
Attitude of the staff	
Quality of furniture and fixtures	
Room space	
Bank services	
FOOD AND BAR SERVICES	
Availability of local cuisine	
Cleanliness and hygiene	
Quality of services	
Taste	
Quality of drinks	
Availability of brands in bar	
Availability of different meal plans (A.P., E.P., M.A.P. etc)	
TRANSPORTATION	
Availability	
Variety	
Frequency	
Punctuality	
Connectivity	
Comfort	
Safety / Security	
Overall quality of services	

**PART F : EXPENDITURE OCCURRED FOR THIS TRIP PRIOR TO
ENTERING THIS CENTRE**

Only expenditure attributable to this trip should be recorded. The coverage will be : FROM THE STARTING POINT i.e., the point of origin (say coimbatore, Mumbai, Burdwan, Lucknow etc.) to this center i.e. the point of destination. In the case of foreign tourists the starting point will be the point where the foreign tourists have set the foot on the Indian soil.

a) Accommodation Services

(Includes: Hotel, Private guest house, Dharmshala etc.)

b) Food and Beverage serving services

(Includes: Railway Station, bus stand, train, Hotels, Private Guest House, Tourist Guest House, Govt. Guest House, Dharmshala, Restaurants, Cafeteria, Snack bars, Lunch counters, Refreshments stands, Canteen, Milk bars, Bars & other drinking places, Others, Mela, Fair, Picnic)

c) Transport Equipment Rental (Hired taxi/car/jeep/tractor)

d) Travel agencies and similar

(Includes: Travel Agents, Tours operators, Tourist Guides)

e) Other Recreational and Entertainment services

(Includes: Cinema, Night clubs, Theaters, Conferences and Conventions, Other Amusements)

Tourism Related Industries

f) Clothing and Garments

(Includes: Clothes (dhoti, sari, shirt, pyjamas, ladies suit, etc.), Chadar, Dupatta, Shawl, Lungi, Towel etc., Readymade garments, Knitted garments, sweater, pullover, cardigan, etc., Bed sheet, bed cover, blanket, pillow, quilts etc., Knitting wool, Others)

g) Processed food

(Reference period: yesterday / today)

(Includes: Tea and coffee, Cold beverages and fruit juice, Other beverages, Biscuits, salted refreshments, sweets, cake, pastry, Pickle, Sauce, Jam, Jelly etc.,

H) Tobacco Products

(Includes: Beer, Toddy, Liquor, Other intoxicants)

i) Alcohol

(Includes: Beer, Toddy, Liquor, Other intoxicants)

j) Toiletries

(Toilet soap, washing soap, washing powder, hair oil etc., Tooth brush, Tooth paste, Tooth powder, Body talcum, Powder, Face cream, Shaving blades, shaving stick, razor, shaving cream, other toiletries)

k) GEMS AND JEWELLERY

(Includes: Gems and jewellery)

l) MEDICINES AND HEALTH RELATED ITEMS

(Reference period: yesterday /today)

m) PRINTING AND PUBLISHING

(reference period: yesterday/today)

(includes: Book, Magazines, Newspapers, Library and other stationary)

n) PASSENGER TRANSPORT SERVICES

(Reference period during the month)

(Includes: Railways, passenger transport by bus service , Passenger transport by other Motor vehicles, Own Transport- Two wheeler , Own transport –Auto Rickshaw \ car \ Jeep \ bus \ tractor, other , Passenger on freight transport via hackney carriage , bullock cart, ekkas, etc, Transport by animals, Transport by man including rickshaw and cart pullers, pushcart , palki bearers, doli carriages, etc, Own Transport- Animal driven transport , Own Transport – Rickshaw , Ship \ boat, Air)

SUGGESTIONS

Please give your suggestion for improvement of tourism at the centre:

-Thanks-

Appendix: A.2

SURVEY OF TOURIST /ACCOMMODATION UNIT

Name of the Centre :

1. Name and address of the Hotel/ establishment: _____

2. Type of unit (Please tick AND PUTCODE)

Single Star -1
Two Star - 2
Three Star - 3
Four Star - 4
Five Star - 5
Deluxe - 6
Heritage hotel - 7
Unstarred hotel - 8
Guest House -9
Tourist Bungalow -10
Dormitory - 11
Youth Hostel - 12,
Dharamshala -13

3. Ownership details

(Please use the following codes)

Govt. owned -1, Public Ltd Company - 2, Private Ltd Company - 3,
Single owner -4, Charitable trust - 5.

4. Does the hotel belong to a chain/group Yes/ No

(Please use the following codes)

Codes - Yes - 1, No - 2

If yes, Specify _____

5. Year of commencement.

(Example for 1969, post 1968)

6. Please furnish the following
a) Number of Rooms/Beds

Type of Accommodation	No. of Rooms	No. of Beds
Dormitory/ Hall		
Single AC		
Double AC		
Suits AC		
Single Non AC		
Double Non AC		
Suits Non AC		

b) Facility Available

Type of facility	With AC	Without AC
Banquet Hall		
Conference Hall		
Health Club		
Massage Centre		
Other (specify)		

c) Whether Swimming Pool Facility Available

(Pls use the codes)

Yes - 1, No - 2

7. Average Occupancy Ratio during the month

8. Employment Statistics

Departments	No of Permanent Employees	No of Causal or temporary employees
Management Team		
Front Office		
F & B (Service)		
F & B (Kitchen)		
House Keeping		
Accounts		
EDP		
Security		
Sales & Marketing		
Purchase & Store		
Human Resource		
Public Relation		
Engineering		
Telephone		
Health Club		
Laundry		
Other departments		
Total		

9. Please generate the following statistics in respect of tourist inflow

Sl. No.	Type of Tourists (Domestic – 1 Foreign – 2)	Name of the State (In case of domestic tourists) / Name of the country (in case foreign tourists). Post the relevant state code/country	Number of tourists	Bed night spent

Monthly Revenue

Monthly Tax Paid

-Thanks-

Appendix: A.3

MUSEUMS OF UTTAR PRADESH

1. Archaeological Museum , Taj mahal Archaeological survey of India, Agra
2. Chacha Nehru Gyan Pushp, Three Dots School Complex, Ramghat Road, Aligarh.
3. University Museum of Science and Culture, General Education Centre, Kennedy House, Aligarh muslim University, Aligarh
4. Agharkar Museum, Botany Department, university of Allahabad, Allahabad
5. Allahabad Museum Chandrashekhar Azad Park, Kamala Nehru Road, Allahabad
6. Anand Bhawan Museum, Anand Bhawan, Moti Lal Neharu Marg Allahabad
7. Ganganath Jha kendriya Sanskrit vidyapeetha, C.S. Azad Park, Allahabad
8. Archaeological Museum, Museum Department of ancient History, culture and Archaeology, university of Allahabad
9. Anatomy Museum, M.L.N. medical College, Allahabad.
10. Hindi Sangrahalaya, Hindi Sahitya Saammelan, Allahabad
11. Botanical Museum, Department of Botany, K.S.S. P.G. college, Ayodhya Faizabad
12. Ram Katha Sangrahalaya, Tulsi Smarak Bhavan, Ayodhya, Faizabad.
13. Bundelkhand Chhatrasal Museum, Banda.
14. Abai Smarak Panchal Sangrahalaya, 125/5, Kishore Buildings, Kishore Bazar, Bareilly.
15. Army Service Corps Museum, ASC School, Bareilly
16. Jat Regiment Museum, Jat Regimental Centre, Barielly.
17. Government Educational Museum, Bulandshahar, District Inspector of Schools, Bulandshahar.
18. Raj Bali Pandey Puratatva and Kala Sangrahalaya Samiti, M.M.M. Siksha Sansthan, Bhatpur Rani, Deoria.
19. Government Archaeological and Educational Museum, Deoria
20. Rajput Regimental Museum, The Rajput Regimental Centre, Fatehgarh.
21. Shankla Museum, Dogra Regimental Centre, Faizabad.
22. Purvayatana Archaeological Museum, Department of Ancient History, Archaeology and Culture, Gorakhpur University, Gorakhpur.
23. Botany Museum, Department of Botany, D.D.U. Gorakhpur University, Gorakhpur
24. Commerce Museum, Department of Commerce, University of Gorakhpur, Gorakhpur.
25. Rahul Sangrahalaya, Department of Ancient Indian History, Gorakhpur University, Gorakhpur.
26. Rajkiya Baudh Sangrahalaya, New Shivpuri Colony, Ramgarhtal, Gorakhpur.
27. Zoological Museum, Department of Zoology, University of Gorakhpur, Gorakhpur.
28. Archaeological Museum, Department of Ancient History, Culture and Archaeology, T.D. College, Jaunpur.
29. Botany Museum, Department of Botany, T.D. Post Graduate College, Jaunpur.

30. Government Museum, Near Laxmi Bai Park, Jhansi.
31. *Rani Laxmi Bai Palace and Collection of Sculptures, Archaeological Survey of India, Jhansi*
32. Mahatma Gandhi Hindi Sangrahalaya, Hindi Bhawan, Kalpi.
33. *Kanpur Museum, K.E.M. Halls, Phool Bagh, Kanpur*
34. Commercial and Industrial Museum, Directorate of Industries, U.P. Kanpur.
35. Baudh Sangrahalaya, Rahul Sanskritayan Sansthan, Kushinagar, Janpath, Padrauna.
36. *Government Baudha Museum, Kushinagar, Dist. Kushinagar*
37. Army Medical Corps Museum, C/O CHQ(HRDC), Amc centre and school, Lucknow
38. Anthropological Museum, Sri Jai Narain Post Graduate College, (KKC) Station Road, Lucknow.
39. Archaeological Museum, Department of Ancient Indian History and Archaeology, Lucknow University, Lucknow
40. Bal Sangrahalaya, Motilal Nehru Marg, Charbagh, Lucknow
41. Birbal Sahni Institute of Palaeobotany, 53, University Road, Lucknow
42. Birbal Savitri Sahni Memorial Museum, 686 - Birbal Sahni Marg, Lucknow
43. Botany Museum, Botany Department, Lucknow University, Lucknow
44. *Central Institute of Medicinal and Aromatic Plants (council of scientific & industrial research) Kukrail Picnic Spot Road P.O. (CIMAP), Lucknow*
45. Crafts Museum, Central Design Centre, 8, Cantt. Road, Kaiserbagh, Lucknow.
46. *Department of Anatomy, K.G. Medical College, Lucknow*
47. Department of Geology, University of Lucknow, Lucknow
48. Department of Zoology, University of Lucknow
49. *Department of Forensic Medicine Museum, K.G Medical College, Lucknow.*
50. D. N. Majumdar Museum, L-II/31, Sector-B, Aliganj Scheme, Lucknow
51. Ethnological Museum, Department of Anthropology, Lucknow University, Lucknow
52. *Gandhi Museum, Gandhi Bhawan, Mahatma Gandhi Marg, Lucknow*
53. Geology Museum, Department of geology, J.N. P.G college, Lucknow
54. Geological Museum, GSI Complex Vasundhara Sector E, Aliganj, Lucknow
55. *Lok Kala Sangrahalaya, Kala Parisar, Kaiserbagh, Lucknow.*
56. Museum of College of Arts and Crafts, Lucknow.
57. Museum of Pathology, Upgraded Department of Pathology, K.G Medical College, Lucknow
58. Museum, National Botanical Research Institute, Rana Pratap Marg, Lucknow
59. Regional Science Centre, Sector E, Aliganj Scheme, Lucknow
60. State Museum, Banarasibagh, Lucknow
61. Government Jain Museum, Civil lines, Mathura
62. Government Museum, Museum Road, Dampier Nagar Mathura
63. Anatomy Museum, Anatomy Department, LLRM Medical College, Meerut

64. Pharmacology Museum, L.L.R.M. Medical College, Meerut
65. *Museum of Botany Department, Institute of Advance Studies, Meerut University, Meerut*
66. Museum of Pathology, Department of Pathology, L.L.R.M. Medical College, Meerut.
67. *Museum of Zoology, Department of Zoology, Meerut College, Meerut.*
68. Social and Preventive Medicine Museum, Lala Lajpat Rai Memorial Medical College, Meerut.
69. *Swatantrata Sangram Senani Sangrahalaya, Shaheed Smarak, Bhansali ground, Meerut.*
70. Government Educational Museum, Muzaffarnagar.
71. Zoology Museum, Department of Zoology, D.A. V. College, Muzaffarnagar
72. Zoology Museum, P.G. Department of Zoology, Santan Dharm Collage, Muzaffarnagar
73. Pakshi Sangrahalaya, Nawabganj Bird Sanctuary, Near Nawabganj Town, Lucknow Kanpur Road, Dist. Unnao.
74. Bundelkhand Sangrahalaya, Bharat Chowk, Orai, Jalaun
75. Baudh Sangrahalaya, Piperahava, Kapilvastu.
76. Bhim Rao Ambedkar Pustkalya & Sangrahalaya, Rampur.
77. Postal Museum, Postal Training Centre, Saharanpur
78. Archaeological Museum, Sarnath, Varanasi
79. District Museum, Super Market, Nagar Palika, Sultanpur .
80. Archaeological Museum, Sampurnand Sanskrit Visvavidyalaya, Varanasi.
81. Bharat Kala Bhavan, (B.H.U.) Banaras Hindu University, Varanasi
82. P.N. Bharat Kala Parishad.
83. *Departmental Museum, Ancient Indian History, Culture and Archaeology, B.H.U., Varanasi*
84. Geological Museum, Department of Geology, Banaras Hindu University, Varanasi
85. *Jnana-Pravaha Kalamandapa, Centre For Cultural Studies & Research, South of Samne Ghat Varanasi*
86. Maharaja Banaras Vidya Mandir Trust Museum, Fort Ramnagar, Varanasi.
87. Parshwanath Vidyapeeth, I. T.I. Road, Karaundi, Varanasi
88. Vrindavan Research Institute, Raman Reti, Vrindaban

Appendix: A.4

List of Important Cities of Uttar Pradesh

- | | | |
|-------------------|------------------------|----------------------|
| ▪ Ayodhya | ▪ Unnao | ▪ Bahraich district |
| ▪ Babina | ▪ Ghazipur | ▪ Banda district |
| ▪ Sarnath | ▪ Saharanpur | ▪ Barabanki district |
| ▪ Kushinagar | ▪ Vindhyachal | ▪ Bareilly district |
| ▪ Uttar Pradesh | ▪ Radauli | ▪ Badaun district |
| ▪ Varanasi | ▪ Korwa | ▪ Chandauli district |
| ▪ Mathura | ▪ Jalaun | ▪ Deoria district |
| ▪ Fatehpur Sikri | ▪ Agra | ▪ Etah district |
| ▪ Deoband | ▪ Allahabad | ▪ Etawah district |
| ▪ Agra | ▪ Azamgarh | ▪ Faizabad district |
| ▪ Kanpur | ▪ Bareilly | ▪ Etah |
| ▪ Lucknow | ▪ Basti | ▪ Bijnor |
| ▪ Meerut | ▪ Chitrakoot | ▪ Mursan |
| ▪ Aligarh | ▪ Moradabad | ▪ Pilibhit |
| ▪ Rampur, | ▪ Kalpi | ▪ Modinagar |
| ▪ Mau | ▪ Ghaziabad | ▪ Jarwa |
| ▪ Etawah | ▪ Mataur | ▪ Jalaun district |
| ▪ Mirzapur | ▪ Narora | ▪ Mahamaya Nagar |
| ▪ Nakur | ▪ Ratnapuri | ▪ Mainpuri district |
| ▪ Amethi | ▪ Amroha | |
| ▪ Banda, India | ▪ Zaidpur | ▪ Hardoi |
| ▪ Kannauj | ▪ Hathras | ▪ Mahoba |
| ▪ Lalitpur, India | ▪ Raebareli | ▪ Auras |
| ▪ Jhansi | ▪ Firozabad | ▪ Bahraich |
| ▪ Noida | ▪ Sultanpur, | ▪ Jaunpur, |
| ▪ Bareilly | ▪ Baberu | ▪ Azamgarh |
| ▪ Mainpuri | ▪ Mubarakpur | ▪ Bulandshahr |
| ▪ Khurja | ▪ Gonda | ▪ Bulandshahr |
| ▪ Faizabad | ▪ Govardhan | district |
| ▪ Muzaffarnagar | ▪ Gautam Budh
Nagar | ▪ Allahabad district |
| | ▪ Nagwa | ▪ Bagpat district |
| ▪ Bilaspur, | ▪ Budaun | |
| ▪ Gorakhpur | ▪ Hapur | |
| ▪ Hastinapur | ▪ Sitapur | |
| ▪ Vrindavan | ▪ Ballia | |
| ▪ Shahjahanpur | | |

References & Bibliography

References & Bibliography

- Acharya, Ram, 1980, *Tourism and Cultural Heritage of India*, R.B.S.A., Jaipur
- Agarwala, R.C. 1953, *India as Known to Panini*, Lucknow: The University Press.
- Agarwala, V.S. 1964, *Vaman-Purana – A Study*, Varanasi.
- Akshayakumar Ramanlal Desai, 1979, *Peasant Struggles in India*, Oxford University Press, Page 349.
- ACNielsen ORG-MARG Pvt. Ltd., 2007, *Tourism Statistics for the State of Uttar Pradesh*, Report for Ministry of Tourism Govt of India, New Delhi
- Anand, M.M., 1976, *Tourism and Hotel Industry in India : A . Study in Management*.
- A Hasan & J C Das, 1987, *People of India Uttar Pradesh Volume XLII*, Manohar Publications
- Ananth, M., DeMicco, F.J., Moreo, P.J. & Howey, R.M., 1992: *Marketplace Lodging Needs of Mature Travellers*. The Cornell Hotel and Restaurant Administration Quarterly 33 4, pp. 12-24.
- Atkinson, A., 1988: *Answering the Eternal Question: What Does the Customer Want?* The Cornell Hotel and Restaurant Administration Quarterly 29 2, pp. 12-14.
- Backman, K. Backman, S. Uysal, M. and Sunshine, K. 1995: *Event Tourism: An Examination of Motivations and Activities*. *Festival Management and Event Tourism* pp. 15-24.
- Bagri, S.C. & Bhatt, A.K. 1997: *Sustainable Tourism Planning and Development*, Conference Report, Aug. 8-10, Gwalior
- Bagri, S.C. (Eds) 1994: *Journal of Tourism*, H.N.B. Garhwal University, Srinagar Garhwal.
- Bajaria, H. 2001: "Approaching Quality in an ever changing World", *Total Quality Management*, Vol. 12 No.7-8, pp.842-8.
- Bala, Usha, 1990, *Tourism in India: Policy and Perspectives*, New Dehli, Arashi
- Bandyopādhyāya, Śekhara, 2004, *From Plassey to Partition: A History of Modern India*. Orient Longman. pp. 523 (at p 407).
- Barsky, J., 1996, *Designing Services with function Analysis*. The Hospitality Research Journal 201, pp. 73-100.
- Basham, A. L., 1988, *The Wonder That was India*, Delhi, Rupa Publishers.

- Baud-Bovy, M. and Lawson, F. 1998: *Tourism and Recreation: Handbook of planning and Design*, Butterworth and Heinemann, Oxford
- Behera, D.K 1995, 'Pilgrimage: Some Theoretical Perspectives', in Makhan Jha ed, *Pilgrimage Concepts. Themes, Issues and Methodology*.
- Berkman, H.W. and Gilson, C., 1986: *Consumer Behaviour: Concepts and Strategies* (3rd Edition ed.), Kent, Boston.
- Bhargava, P.L. 1956, *India in the Vedic Age A History of Aryan Expansion in India*, Lucknow: Upper India Publishers.
- Bhatia, A.K. 1978, *Tourism in India-History and Development*, New Delhi: Sterling.
- Bhatia, A.K. 1991. *International Tourism: Fundamentals and, Practices*. 117-118.
- Bisht, R.L. (undated) *Banawali: A look back Into the pre- Indus and Indus Civilization*, Haryana Public Relation Department Publication.
- Bitner, J.M., 1990: *Evaluating Service Encounters: the effects of physical surroundings and employee responses*. Journal of Marketing 54 2, pp. 69-82.
- Bojanic, D. 1992: *A look at a modernised family life Cycle and overseas travel*, Journal of Travel and Tourism Marketing, Vol. 1, No. 1, pp 61-80
- Bou Llusar, J.C., Camisón-Zomoza, C., Escrig Tena, A.B. 2001: "Measuring the relationship between firm perceived quality and customer satisfaction and its influence on purchase intentions", *Total Quality Management*, Vol. 12 No.6, pp.719-34.
- Bouyden, John N. 1976, *Tourism and Development*. London, Cambridge University Press.
- Bouydo, John, J. 1976, *Tourism and Development*, London Cambridge University press.
- Bridget Allchin and Frank Raymond Allchin, *The Rise of Civilization in India and Pakistan*
- Brooke and Peter J. Backley, 1991, *The Management of International Tourism*. London: Routledge.
- Brown, P. 1942, *Indian Architecture* (Buddhist and Hindu Period) D.B.Taraporevala & Sons, Bombay.
- Brown, P. 1942, *Indian Architecture* (Islamic Period), D.B. Taraporevala & Sons, Bombay.
- Brown, T.J. Churchill, G.A. & Peter, J. P. 1993: *Improving the measurement of service quality*, Journal of Retailing, Vol. 69, No. 1, Spring, pp 127-139
- Bruner, E. and Kirshenblatt-Gimblett, B.1994: *Maasai on the Lawn: Tourist Realism in East Africa*. Cultural Anthropology pp. 435-470.

- Burkart and Medlik, S. 1985. *Tourism: Past, Present and Future*, P 3
- Burkart, A. J. and Medlik, S. 1975: *The Management of Tourism: A Selection of Readings*, Heinemann, London
- Burkart, A.J. 1976, *The Management of Tourism*. London : Heinemann.
- Butler, R.W. (1980) *The Concept of A Tourism Area Cycle of Evaluation and Implications For Management*, the Canadian geographer, Vol. 24, pp 5-12
- Buttle, F. 1994: *Hotel and Food Service Marketing: A Managerial Approach*, Cassell, London
- Banaras Hindu University (PDF). Indian Academy of Sciences. 2005-07-26.
- Cadotte, E.R., Turgeon, N., 1988: *Key Factors in Guest Satisfaction*. The Cornell Hotel and Restaurant Administration Quarterly 45-51.
- Cahoon, Ben, 2000, *Provinces of British India*, WorldStatesmen.org
- Cahoon, Ben, *Indian states since 1947*, Worldstatesmen.org.
- Callan, R.J., Bowman, L. 2000: "Selecting a hotel and determining salient quality attributes: a preliminary study of mature British travellers", *International Journal of Tourism Research*, Vol. 2 pp.97-118.
- Came, Robert, 1969, *The Future of Tourism Long term Forecast and Objectives*, *Travel Research Journal*, IUOTO, Geneva.
- Carman, J.M. 1990: *Consumer Perception of Service Quality – An assessment of Servqual Dimensions*, *Journal of Retailing*, Vol. 66, No. 1 Spring, pp 33-55.
- Catherine B Asher, 1992, *The New Cambridge History of India: Architect of Mughal India*, Cambridge University Press.
- Census Population (PDF), *Census of India*, Ministry of Finance India.
- Chartrungruang, B.-O. 2002: *Relationship between staff selection and training based upon TQM principles and guest satisfaction with service quality in hotel settings*.
- Cherter Bowels, 1967, "Tourism An Untapped Market," *The Pioneer*, Lucknow, April.
- Clawson M. And J. Knetsoh, 1967, *Economics of Outdoor Recreation*
- Cohen, E. 1979: *Rethinking the Sociology of Tourism*, *Annals of Tourism Research*, Vol. 6, pp18-35.
- Cole, H.H 1880, *List of some Ancient and other Native Architectural buildings in India*, Shimla.

- Crang, M. 1996: Magic Kingdom or a Quixotic Quest for Authenticity? *Annals of Tourism Research*, pp. 415-431.
- Crompton, J. 1979: *Motivations for Pleasure Vacation*. *Annals of Tourism Research*, Vol 6, No 1, pp. 408-424
- Crompton, J. and McKay, S. 1997: Motives of Visitors Attending Festival Events. *Annals of Tourism Research*, pp. 425-439.
- Cronin Jr., J.J. and Taylor, S.A., 1992: Measuring service quality: a Re-examination and extension. *Journal of Marketing* 56, pp. 55-68.
- Cunningham, A. 1972, *Archaeological Survey of India Report* Vol. 2 (four) 1862-65, Varanasi, Indological Book House.
- D.O.T. Govt. of India, 2007- 08: *Tourism Statistics*, Marketing Research Division, New Delhi
- Danaher, P.J. and Haddrell, V., 1995: *A comparison of question scales used for customer satisfaction measurement*. *Proceedings of World Marketing Congress VII-I*, pp. 118-121.
- Das Gupta, Uma. 1977. "The Indian Press 1870-1880: *A Small World of Journalism*", *Modern Asian Studies*, 11(2):213-235. pp 233-234.
- Davis, B. and Stone, S., 1985: *Food and Beverage Management* (2nd Edition. ed.), Butterworth-Heinemann, Oxford
- Dwyer, D. 1996: *The expectation-perception dichotomy of service quality in a hotel environment: an Australian case study*.
- Ekinci, Y., Riley, M. 1998: "A critique of the issues and theoretical assumptions in service quality measurement in the lodging industry: time to move the goalposts?", *International Journal of Hospitality Management*, No.17, pp.349-62.
- Erto, P., Vanacore, A. 2002: "A probabilistic approach to measure hotel service quality", *Total Quality Management*, Vol. 13 No.2, pp.165-74.
- Fakeye, P. and Crompton, J. 1991: Image Differences between Prospective, First-Time and Repeat Visitors to the Lower Rio Grande Valley. *Journal of Travel Research* 2, pp. 10-16.
- Fallon, P., Schofield, P. 2000: "Service quality measurement and triadic interaction: a comparative analysis of stakeholder perspectives using TRIQUEST", *Journal of Quality Assurance in Hospitality and Tourism*, Vol. 1 No.3, pp.29-47.
- Fazi, Abul, 1927, *Ain-Akbari*, Vol.1 (Eng. Translation Blochmann, H. 2nd edition. Revised by Phillot, D.C. Calcutta.

- Fellows, R. and J. 1990: *Buildings for Hospitality: Principles of Care and Design for Accommodation Managers*, Pitman, London
- Ferrario, F. F. 1978: *An Evaluation of Tourist Resources of South Africa* (Barkley), University of South Africa
- Ferrario, F.F. 1978, *An Evaluation of Tourist Resources of South Africa* (Barkley), University of Cape Town.
- Fielding, K. Pearce, P. and Hughes, K. Climbing Ayers Rock.1995: In: R. McIntosh, C. Goeldner and J. Ritchie, Editors, *Tourism Principles, Practices, Philosophies* (7th ed.), Wiley, New York, pp. 179-188.
- Fornell, C., 1992, *A national customer satisfaction barometer: the Swedish experience*. Journal of Marketing 56, pp. 6-21.
- Foxall, G. , 1990, *Consumer Psychology in Behavioural Perspective*, Routledge, London.
- Francois Bemier, 1972, *Travels in the Mogul India, A.D. 1656-1 668*, Revised and Improved edition by Archibald Constable.
- Gautam Puneet, 1999, *Contemporary Trends in International Tourism: Tourist Traffic Trends and Regional Distribution (Unpublished)*
- Gazetteer of Suket Sate, Calcutta, 1927
- Gearing, C. E. 1976, *Planning for Tourism Development*. New York: Praeger.
- Gee, C.Y. 1994: *International Hotels: Development and Management*, Education Institute of American Hotel and Motel Association, Washington DC
- Getz, D. and Cheyne, J. 1997: Special Event Motivations and Behavior. In: C. Ryan, Editor, *The Tourist Experience*, Cassell, London, pp. 136-154.
- Ghose, Shankar, 1975, *India National Congress its History and Heritage*. All India Congress Committee, New Delhi.
- Ghosh, 1989, *An Encyclopedia of Indian Archaeology*, Vol. II A. Gazetteer of Explored and Excavated sites in India, New Delhi, Munshiram Manoharlal Publishers.
- Governers of Uttar Pradesh, Upgov.nic.in.
- Greathouse, K.R., Gregoire, M.B., Shanklin, C.W., Tripp, C. 1996: "Factors considered important in hotel accommodations by travellers stopping at visitor information centers", *Hospitality Research Journal*, Vol. 19 No.4, pp.129-39.
- Green, M. 1987, *Marketing Hotels and Restaurants into the 90s*, Butterworth Heinemann, Oxford

- Gronroos, C., 1982, A service quality model and its marketing implications. *European Journal of Marketing* 18 4, pp. 36-44.
- Gronroos, C., 1983, *Strategic Management in the Service Sector*, Marketing Science Institute, Cambridge, MA.
- Guerrier, Y. 1999, *Organisational Behaviour in Hotels and Restaurants: An International Perspective*, Wiley, Chichester
- Gujral, Inder K., 1990, 'Tourism Preservation of Heritage and Conservation' *Monthly Commentary*, (Blue Supplement), Vol. XXXI, No. 10.
- Gunderson, M.G., Heide, M. and Olsson, U.H., 1996: *Hotel guest satisfaction among business travelers*. The Cornell Hotel and Restaurant Administration Quarterly 37 2, pp. 72-81.
- Gupta, S.P. 1973, *Tourism Museum and Monuments in India*, New Delhi: National Museum
- Gupta, V. J. and R. C. Tanwar 1969, 'Geology and Mineral
- Hair, J.F., Anderson, R. and Black, W.C., 1995: *Multivariate Data Analysis with Readings*, Prentice-Hall, Englewood Cliffs, NJ.
- Halstead, D. and Page Jr., T.J., 1992: The effects of satisfaction and complaining behavior on consumers repurchase behavior. *Journal of Satisfaction, Dissatisfaction and Complaining Behavior* 5, pp. 1-11.
- Hasmukhlal Dhirajlal Sankalia, Shantaram Bhalchandra Deo and Madhukar Keshav Dhavalikar, *Studies in Indian Archaeology*
- Haveil, A.B., 1985, *Ancient and Medieval Architecture of India*, London.
- Holloway, Christopher, J. 1983, *The Business of Tourism*, London Macdonid and Evans.
- Holloway, J. C. and Plant, R.V. 1990, *Marketing for Tourism*, London Pitman.
- Hughes, G. Authenticity in Tourism. *Annals of Tourism Research* 1995: pp. 781-803.
- Hughes, H. 1996: Redefining Cultural Tourism. *Annals of Tourism Research*, pp. 707-709.
- Hultsch, E 1925, 'The Delhi Topra Pillar Inscription' *Corpus Inscriptionum Indicarum* Vol. I.
- Hunt, J.D., 1975: *Image as a Factor in Tourism Development*. *Journal of Travel Research* 13, pp. 3-7.
- Hussain, Maulvi M. Ashraf 1966, "Inscriptions of Emperor Babur", *Epigraphic a Indicia* (Arabic Persian Supplement). Calcutta.

- Jafferries, D. 1971 "Defining the Tourist Product and its Importance in Tourism Marketing", *The Tourist Review*, vol. XXVI, No. I June.
- Jha, L. K. 1963: *Report ADHOC Committee On Tourism* Department of Tourism New Delhi.
- Jo Johnson (2007), The Criminalization of Indian Democracy (May 2, 2007), *Financial Times*
- Jones, T. and Sasser Jr., W., 1995: Why satisfied customers defect. *Harvard Business Review* 73, pp. 88-99.
- Joshi, V. K.(1989), *Bygone Communities Faced Ire of the River*
- Kandari, O. P. 1984: *Wildlife in Garhwal Himalaya: A Recreational Resource for Tourism Promotion*, Doctoral Dissertation (Unpublished), University of Garhwal, Srinagar Garhwal
- Kang. Kanwar Jit Singh, 1985, *Painting of Punjab and Haryana*, Delhi Atma Ram & Sons.
- Kaul, .N. 1985, *The Dynamics of Tourism-A Trilogi*.
- Kaul, R.N. 1985, *Dyanamics of Tourism - 3 Vols*. New Delhi Sterling.
- Kautilya, Arhthasastra (ed.) Shamsastri, Mysore (1909) English Translation, Mysore, 1929.
- Kenneth A. R. Kennedy; *God-apes and Fossil Men*
- Kim, Hellen 1965, "An Educator's Evolceation of Tourism" Report on PATA's 14th *Annual Conference and workshop proceedings*, P.A.T.A., san Francisco.
- Krishana, Brajesh, 1989, "Early Medieval Inscription and their Bearing on the Temple Architecture." *Kurukshetra University, Research Jounral*, Vol. XXIII.
- Krishna Deva, 1977, *Temples of North India*, New Delhi, National Bookfrust.
- Lewis, R.C., 1984: Getting the most from marketing research (Part III): the basis of hotel selection. *The Cornell Hotel and Restaurant Administration Quarterly* 54-69.
- Lowenthal, David, and P.C. Hugh 1965, "English Landscape Tastes", *Geographical Review*, Vol. LV No. 2 (A.G.S.) New York, April, p. 186.
- Lungberg, D. 1974, *The Tourism Business*, Boston: Chaners.
- Mahaharata* Cr. ed. Bhandarkar Oriental Research Institute, Poona. *Mahabharata* (ed.) 2016 V.S., Gita Press GorakhpUr.

- Majumdar, R.C., H.C., Ray Chaudhary, 1998, *An Advanced History of India*. (Fourth edition) Delhi, Macmillan
- Mc Intosh, G. 1986, *Tourism: Principles, Practices and Philosophies*, New York: John Wiley
- McIntosh, G. 1986, *Tourism: Principles, Practices and Philosophies*.
- Medlik, S. 1996: Dictionary of Travel, Tourism and Hospitality, 2nd edition, Butterworth-Heinemann, Oxford
- Medlik, S. 1997: Understanding Tourism, Butterworth-Heinemann, Oxford
- Meinung, Addoff, "Determinates of the Attractiveness of a Tourism Region" in Witt and Mountinho, *Infra*, p. 99
- Mill, R.C. & Morrison, A.M. 1985, *The Tourism system: An Introductory text*, New Jersey: Prentice Hall.
- Mill, R.C. & Morrison, A.M. 1985: *Tourism System- An Introductory Text*, Prentice Hall, New Jersey.
- Mill, Robert Christie. 1990, *Tourism: The International Business*. New Jersey: Prentice Hall.
- MISRA, V.N., Prehistoric human colonization of India
- Moscato, G. and Pearce, P. 1999: Understanding Ethnic Tourists. *Annals of Tourism Research*, pp. 416-434.
- Moutinho, L. 1987: Consumer Behaviour in Tourism, *European Journal of Marketing*, Vol. 21, No. 10, pp1-44.
- Munday, Captain, 1832, *Pen and Pencil Sketches Vol. I*, London.
- Nagar, S. L., 1993, *Protection Conservation and Preservation of Indian Monuments*. New Delhi, Aryan Book International.
- Nain, Raj Kishan, 1993, "Kapalmochan Janha Shiv Neh bhe Pab Dhoya Tha" *Haryana Samvad*, December.
- Natesan 1940: *India's Sacred Shrine Cities*, Madras.
- Nath, R. 1972, "Landscape, Architecture and gardening of Mughals" *Marg* Vol. XXVI December.
- Nath, R. 1972, *The Immortal Taj Mahal*, Bombay.
- Negi, J.M.S. 1982, *Tourism and Hoteliering*, New Delhi: Gitanjali.
- Negi, J.M.S. 1982: *Tourism and Hoteliering-A Worldwide Industry*, Gitanjali Publishing House, New Delhi.

- Negi, J.M.S. 1990, *Tourism and Travel: Concept and Principle*, New Delhi, Gitanjali.
- Negi, J.M.S. 1990: Professional Hotel Management, S. Chand & Company, New Delhi.
- Negi, J.M.S. 1992: Principles of Grading and Classification of Hotel, Tourism Resorts and Restaurant, NRI Publications, New Delhi.
- Nehru, J., 1946, *Discovery of India*, Calcutta.
- Oberoi, U. and Hales, C., 1990: Assessing the quality of the conference hotel service product: towards an empirically based model. *The Service Industries Journal* 10 4, pp. 700-721.
- Ooi, C. 2002: *Cultural Tourism and Tourism Cultures*, Copenhagen Business School Press, Copenhagen
- Oppermann, M. 2000: Where Psychology and Geography Interface in Tourism Research and Theory. In: A. Woodside, G. Crouch, J. Mazanec, M. Oppermann and M. Sakai, Editors, *Consumer Psychology of Tourism, Hospitality and Leisure*, CAB International, Wallingford, pp. 19-37.
- Oppermann, M., 1996: Convention cities—images and changing fortunes. *The Journal of Tourism Studies* 7 1, pp. 10-19.
- Parasuraman, A., Berry, L.L., Zeithaml, V.A. 1991: "Refinement and reassessment of the SERVQUAL scale", *Journal of Retailing*, No.67, pp.421-50.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L. 1988: "SERVQUAL: a multiple-item scale for measuring consumer perception of service quality", *Journal of Retailing*, No.64, pp.13-40.
- Pearce, Dougals, 1987, *Tourism Today - A Geographical Analysis*. London: Longman.
- Pearce, P. 1995: From Culture Shock and Culture Arrogance to Culture Exchange. *Journal of Sustainable Tourism*, pp. 143-154.
- Pearce, P. 1995: From Culture Shock and Culture Arrogance to Culture Exchange. *Journal of Sustainable Tourism*, pp. 143-154.
- Pearce, P. 1997: Tourism Market Segments and Travel Psychology. In: C. Gee and E. Fayos-Solá, Editors, *International Tourism: A Global Perspective*, World Tourism Organization, Madrid, pp. 137-156.
- Pearce, P. and Caltabiano, M. 1983: Inferring Travel Motivation from Travellers' Experiences. *Journal of Travel Research* (), pp. 16-20.
- Pilgrim, Guy. E 1915, "New Shivalik Primates and Other Bearing on the question of the Evolution of man and the Anthropoids *Records of Geological Survey of India*, Vol. XIV.
- Prasad , Ram, 1967, "Role of Hotel Industry", *Illustrated Weekly of India* Vol. LXXXVII

Quaternary Science Reviews: Volume 27, Issues 3-4, February 2008, Pages 391-410

R. Nath 1995, *Studies in Medieval Architecture*, New Delhi M. D. Publication.

Raghev, M.G. and Beard, J.G. 1982: Measuring Leisure Attitudes, *Journal of Leisure Research*, Vol. 14, pp155-162

Raj, A. & Agarwal, P. 2001: *Bundelkhand, The Land of Bundelas*, Bundelkhand University, Jhansi

Rao, S. R., 1991, *Dawn of Indus civilization*. Delhi, Aditya Parkash.

Reuland, R., Coudrey, J. and Fagel, A., 1985: Research in the field of hospitality. *International Journal of Hospitality Management* 4 4, pp. 141-146.

Richard, M.D. and Sundaram, D.S., 1993: Lodging choice intentions: a causal modeling approach. *Journal of Hospitality and Leisure Marketing* 1 4, pp. 81-98.

Rigveda, (ed.) With Sayana's Corn by F.Max Muller, 2nd Ed. London, 1890-92 (6 vols.), Reprint Varanasi 1965.

Riley, M. 1996: *Human resource management in the hospitality and tourism industry*, 2nd ed. edn, Butterworth-Heinemann, Oxford; Boston.

Ritchie R. and Zins, Michael, 1978 "Culture Determinant of the Attractiveness of Tourism Region. *Annals of Tourism Research*, April- June.

Rivers, M.J., Toh, R.S. and Alaoui, M., 1991: Frequent-stayer programs: the demographic, behavioral, and attitudinal characteristics of hotel steady sleepers. *Journal of Travel Research* 302, pp. 41-45.

Robinson, H. 1976, *A Geography of Tourism*, London Macdonald and Evans.

Ryan, C. 1995: *Researching Tourist Satisfaction*, Routledge, London.

Salevam, M. 1989, *Tourism Industry in India : A Study in its Growth and Development Needs*.

Sefton, J.M. & Burton T.L. 1990: Measurement of Leisure Motivations and Satisfaction- A replication and extension, *Leisure Studies Division-The 5th Canadian Congress on Leisure Research*, p 29, Dalhousie University, Halifax.

Selänniemi, T. 1994: Touristic Reflections on a Marine Venus. *Ethnologica Fennica*, pp. 35-42.

Selänniemi, T. 1997: Review of Change in Tourism. *Annals of Tourism Research*, pp. 494-496.

Selvan, M. 1989: *Tourism Industry in India-A study in its growth and its Development Needs*, Himalaya, New Delhi.

- Seth, Pran Nath and Sushama Seth Bhat, 1993, *an Introduction to Travel and Tourism*, New Delhi, Sterling New Delhi
- Seth, Pran Nath, 1985, *Successful Tourism Management*, New Delhi: Sterling.
- Sharam, M.K. 1972, *Tribal Coins; A study*, New Delhi, Abhinav Publications.
- Shelly, Leela 1991, *Tourism Development in India; A study of the Hospitality Industry*, Jaipur: Ari Harit.
- Singh, R.L. ed, 1989, *India: A Regional Geography-Varanasi*, National Geographical Society of India.
- Singh, T. V. et al. 1982: *Studies in Conservation* (ed), Metropolitan, New Delhi.
- Singh, T.V. Theuns, L.H. and Go, F. (Eds) 1989: *Towards Appropriate Tourism – Case of Developing Countries*, Peter Lang, Frankfurt
- 1966, "A Mauryan stupa at Chaneti" *Vishveshvaranand Indological Journal*. Vol. IV.
- A Snapshot of Indian Television History*, Indian Television Dot Com Pvt Ltd.
- A Treat of Devotional Bhajans* - Lucknow - City - NEWS - The Times of India.
- Singh, Tejvir, 1976 *Tourism and Tourist Industry* (in U.P., India), Delhi: New Heights.
- Sirgy, M.J. and Tyagi, P.K., 1986: An attempt toward an integrated theory of consumer psychology and decision-making. *Systems Research* 3, pp. 161–175
- Smith, S. 1993: Return to the Supply-Side. *Annals of Tourism Research*, pp. 226–229.
- Smith, S.L.J. & Godbey, G.C. 1991: Leisure, Recreation and Tourism, *Annals of Tourism Research*, Vol. 18, No. 1, pp 85-100
- Smith, Stephen, L.J. 1989, *Tourism Analysis: a Hand Book*, London: Longman.
- Smith, V.A. 1957, *the Oxford History of India*, Oxford.
- Somini Sengupta (May 12, 2007)., Brahmin Vote Helps Party of Low Caste Win in India, *The New York Times*.
- Stebbins, R. 1979: *Amateurs: On the Margin between Work and Leisure*. , Sage, Beverly Hills
- Stebbins, R. 1996: Cultural Tourism as Serious Leisure. *Annals of Tourism Research*, pp. 948–950.
- Stebbins, R. 1997: Casual Leisure: A Conceptual Statement. *Leisure Studies*, pp. 17–25.
- Stebbins, R. 1997: Identity and Cultural Tourism. *Annals of Tourism Research* (pp. 450–452).

- Stevens, B.F., 1992: Price value perceptions of travelers. *Journal of Travel Research* 31, pp. 44–48.
- Stevens, P., Knutson, B., Patton, M., 1995: Dineserv: a tool for measuring service quality in restaurants. *The Cornell Hotel and Restaurant Administration Quarterly* 56–60.
- Storbacka, K., Strandvik, T. and Gronroos, C., 1994: Managing customer relationships for profit: the dynamics of relationship quality. *International Journal of Service Industry Management* 5 5, pp. 21–38.
- Suresh, G.S., Chandrasekharan, R., Anantharaman, R.N. 2002: "The relationship between management's perception of total quality service and
- Teas, R.K., 1993: Expectations, Performance Evaluation, and Consumers Perceptions of Quality. *Journal of Marketing* 57, pp. 18–34.
- Thaper, B.K. (ed) 1979, *Indian Archaeology, 1973-74- A Review*, New Delhi.
- Urry, J. 1990: *The Tourist Gaze.*, Sage, London
- Urry, J. 1995: *Consuming Places*, Routledge, London
- Vatsyayan, Kapila, 1976, *Tradition of India Folk Dance*. New Delhi Indian Book Company.
- Virendra N. Misra and Peter Bellwood (1969), *Recent Advances in Indo-Pacific Prehistory*, Indo-Pacific Prehistory Association
- Wahab, Abdul, S.E. 1971: "An Introduction to tourism Theory" *Travel Research Journal No..1 IUOTO, Ganeva*.
- Wahab, S.: Crampon, L. And Roth field, L. 1976, *Tourism Marketing*, London: Tourism International Press. Wahab, S.E. 1986, *Tourism Management*, London; Tourism International Press.
- Watson, E.H., McKenna, M.A. and McLean, G.M., 1992: TQM and services: implementing change in the NHS. *International Journal of Contemporary Management* 4, pp. 17–20.
- Watters, 1961 on *Yuan Chwang's Travels in India*, Delhi.
- Wilensky, L. and Buttle, F., 1988: A Multivariate Analysis of Hotel Benefit Bundles and choice trade-offs. *International Journal of Hospitality Management* 7 1, pp. 29–41.
- Will, S.F. & Mountinho, L. 1989: *Tourism Marketing and Management Hand Book*, Prentice Hall, New York.
- Will, S.F. and Mountinho, L 1989, eds. *Tourism Marketing and Management Hand Book*, New York: Prentice Hall.

- Williems-Braun, 1994: Situating Cultural Politics. *Environment and Planning D: Society and Space*, pp. 75–104.
- Witt, C. & Wright, P. 1990: *Tourist Motivation-Life after Maslow*, in *Proceedings of Tourism Research into the 1990s*, Johnson P. & Thomas, B. (eds), Conference Proceedings, 10-12 Dec., Durham University, pp 1-16.
- Witt, S. F. Brooke, M.L. & Backley, O.J. 1991: *The Management of International Tourism*, Routledge, London.
- Witt, S.F. Brooke, M.L. and Backley, P.J. 1991, *The Management of International Tourism* London: Routledge.
- World Tourism Organisation, 1981: Manila Declaration, Madrid
- Zairi, M., 1994, *Measuring Performance for Business Results*, Chapman & Hall, London; New York.
- Zimmerman, E. W., 1964, *Introduction to World Resources*, Hunkler H.L. (ed.), Harper and Row, New York

List of Websites

www.world-tourism.org
www.pata.org
www.tourismindia.com
www.incredibleindia.org
www.taj.com
www.oberoi.com
www.clarkshotels.com
www.holidayinn.com
www.timesofindia.com
www.hptourism.com
www.hprtc.nic.com
www.mapsofindia.com
www.iretc.com
